

SOCIAL

SPONSORED POSTS



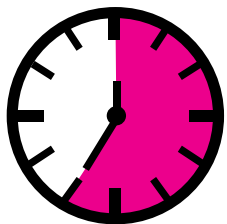
Graphic: iStock: rvlsoft; Facebook Newsfeed Graphic: freebies.fluxes.com Marina D. and iStock: mihalisa_a

Reach Your Target Audience ACROSS SOCIAL CHANNELS

Generate leads, boost brand awareness, and drive product demand by publishing sponsored posts of native content to our brands' print audiences on the Facebook and LinkedIn platforms.



The world's largest professional network & the #1 B2B channel marketers use to distribute content**



The average user spends **35 minutes per day on Facebook**



People access Facebook an average of 8 times per day



People access Instagram an average of 6 times per day



People access Messenger an average of 3 times per day

BENEFITS

- Reach a highly engaged audience with native ads in a professional news feed across desktop and mobile
- Target highly defined audience based on demographic and behavioral selects on LinkedIn
- 1:1 match from qualified subscriber files to Facebook and LinkedIn accounts
- Increase engagement by reaching a targeted audience that does not engage with email
- Visibility on subscribers' news feed and other positions with Facebook and LinkedIn
- Extended reach into Instagram, Audience Network and Messenger
- Increased engagement by delivering content to their preferred media channel
- Tap into a large mobile audience as mobile traffic continues to grow
- Extensive analytics on total reach, engagement and demographics

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FACEBOOK ADVERTISING OPTIONS

What is needed:

Images

Design Recommendations

- File type: JPG or PNG
- Image ratio: 9:16 to 16:9
- Images that consist of more than 20% text may experience reduced delivery
- Text: 125 characters

Image with Link

- Images cropped to 1.91:1
- Headline: 25 characters
- Link Description: 30 characters

Animated or flash images aren't supported.

Videos

Aspect ratios for mobile

- Design for mobile first. Vertical video (formats 4:5, 2:3 and 9:16) can be most engaging as most people hold their phone upright.

Length

- As a general rule, short videos (15 seconds or less) get your full message across on mobile and News Feed most effectively.

Sound

- Design for sound off but delight with sound on. Make sure your video's message is understandable without sound (by enabling captions), but include sound in your videos to enrich the experience of those who have their sound on.

For further details, visit:

<https://www.facebook.com/business/help/103816146375741>

Cost: Static image and video sponsored posts start at \$2,500 — with incremental increase based on frequency of ad distribution.



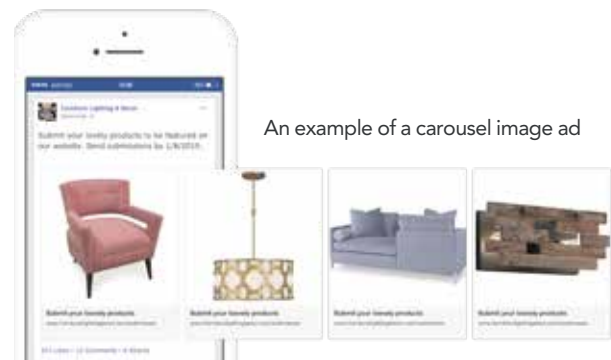
Carousel

- Post text (90 char max)
- 3-5 Images (1:1 - 600x600, 1080x1080) or Videos (Vertical 4:5, up to 15 secs)
- 3-5 Headlines (40 char max) to assign for each card
- 1-5 URLs to assign to each card for user engagement
- Optional 1-5 Descriptions (20 char max) to assign to each card
- Optional "Call to Action" Button

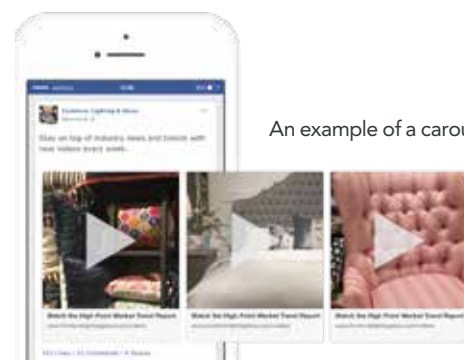
For further details, visit:

<https://www.facebook.com/business/ads-guide/carousel>

Cost: Carousel sponsored posts start at \$3,000 — with incremental increase based on frequency of ad distribution.



An example of a carousel image ad



An example of a carousel video ad

Graphics: facebook.com/business/help/103816146375741 and behance.net/mariusmurtz

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Graphic: iStock: rvlsoft; Facebook Newsfeed Graphic: freebies.fluxes.com Marina D. and iStock: mihalis_a

LINKEDIN ADVERTISING OPTIONS

What is needed:

Images

Overall Best Practices

- Image Size: 1.91:1 ratio (1200x627px) Industry Standard
- File type: JPG, GIF, PNG
- Introductory Text: 150 characters or less, including the landing page URL
- Ad Headline: 70 characters or less

Design Recommendations

- Image must be more than 400px in width
- Manual image upload max weight: 5MB
- Recommended PPI (pixels per inch) is 72

Introductory Text

- 150 characters max to avoid truncation across most devices (smaller smart phones may truncate earlier)
- Truncation is based on padding, not character limitation, so results may vary by device.
- On desktop, can hold approximately 600 characters max, but text is truncated around 150 characters and displays "...see more" to expand text.

Landing Page URL

- Characters count toward introductory text limitation, so we suggest using 150 characters or less in your introductory text including the URL.
- All URLs must have the "http://" "or https://" prefix.
- URLs longer than 23 characters are shortened by the LinkedIn shortener.
- Ad Headline:
- 70 characters max to avoid truncation.

Videos

The specifications of the videos ads should be as follows:

- Length: Three seconds to 30 minutes (Tip: most successful video ads are less than 15 seconds long)
- Layout: Horizontal (vertical videos are not supported)
- File size: Between 75 KB and 200 MB
- File format: MP4
- Frame rate: Less than 30 FPS (frames per second)
- Pixel and aspect ratio requirements:
 - 360p (480 x 360; wide 640 x 360)
 - 480p (640 x 480)
 - 720p (960 x 720; wide 1280 x 720)
 - 1080p (1440 x 1080; wide 1920 x 1080)
- Audio format: AAC or MPEG4
- Audio size: Less than 64KHz

Carousel

3-5 cards

- Image Size: 1:1 ratio (1080x1080px)
- File type: JPG, GIF, PNG
- Introductory Text: 150 characters or less, including the landing page URL
- Headline text for each image card is a maximum of two lines before being truncated.
 - 45 character limit for carousel ads that direct to a landing page
 - 30 character limit for carousel ads with a Lead Gen Form CTA
- Carousel cards can be directed to different landing pages, but if the Lead Gen Form option is selected, the CTA will link to the same Lead Gen Form for all of the carousel cards.

For further details, visit:

<https://business.linkedin.com/marketing-solutions/ads>

Cost: Static image or video sponsored post starts at \$2,500. Carousel sponsored posts start at \$3,000.



An example of an image ad



An example of a carousel ad



An example of a video ad

Graphics: <https://business.linkedin.com/marketing-solutions/ads>