

SOCIAL

SPONSORED POSTS

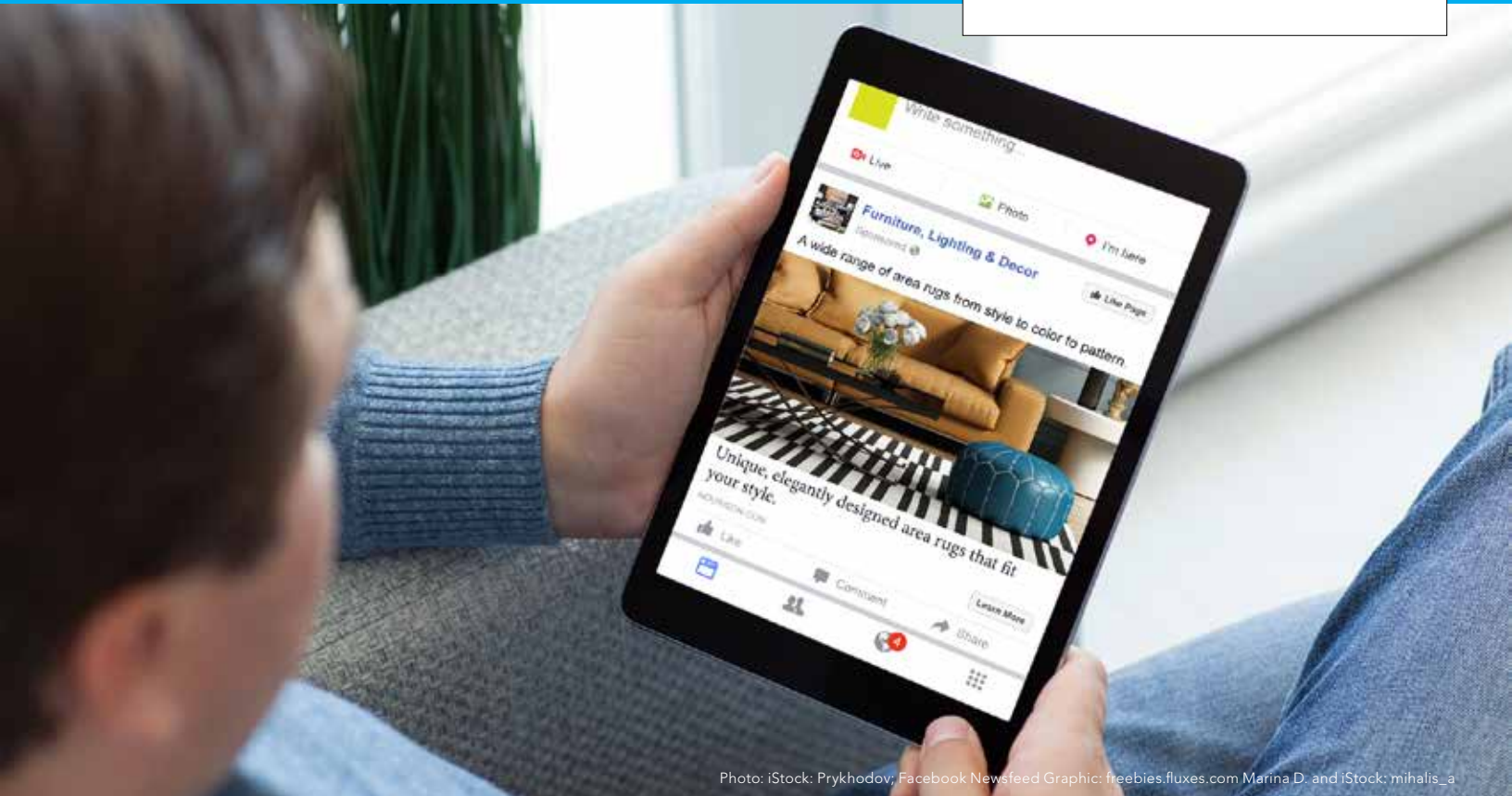
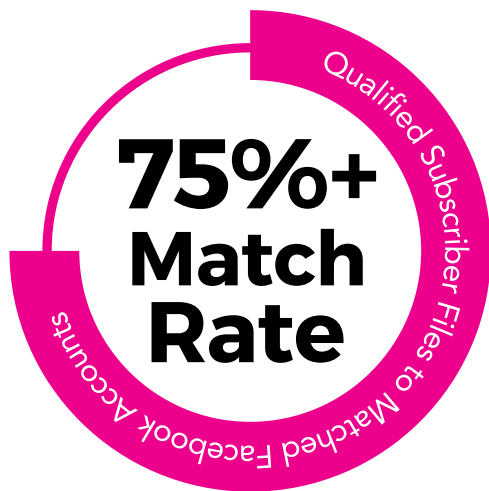


Photo: iStock: Prykhodov; Facebook Newsfeed Graphic: freebies.fluxes.com Marina D. and iStock: mihalisa_a

Think Beyond Email

INCREASE ENGAGEMENT THROUGH TARGETED SOCIAL POSTS



Average CTR on Facebook is 0.9% — our brands' sponsored posts average

3% CTR*



Creating a **seamless mobile experience** across the web — Facebook, Messenger, brand website and anywhere else online

*Source: <https://sproutsocial.com/insights/facebook-stats-for-marketers>

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Graphic: iStock: rvsoft; Facebook Newsfeed Graphic: freebies.fluxes.com Marina D. and iStock: mihalis_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 platform.



2
BILLION
daily active users



8x

People access Facebook an average of 8 times per day



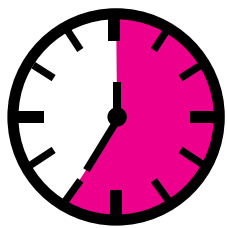
6x

People access Instagram an average of 6 times per day



3x

People access Messenger an average of 3 times per day



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

BENEFITS

- Target highly defined audience based on demographic and behavioral selects
- 1:1 match from qualified subscriber files to Facebook accounts
- Increase engagement by reaching a targeted audience that does not engage with email
- Visibility on subscribers' news feed and other positions with Facebook
- 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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WHAT IS NEEDED

Different ad objectives may recommend different ad sizes or design suggestions for Facebook, Instagram and Audience Network. If you'd like your Facebook ads to be eligible to show in all of the different formats, including the desktop News Feed, mobile News Feed and the right column, then you should use the recommended ad image size for your objective.

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

Sponsored post starts at \$500 — with incremental increase based on frequency of ad distribution



Facebook Desktop and Mobile



Audience Network Banner, Interstitial, and Native

Instagram Mobile



16:9
Full Landscape



1:1
Square
(Instagram and
Facebook Feed)



4:5
Vertical
(Instagram and
Facebook Feed)



2:3
Vertical
(Facebook only)



9:16
Full Portrait/Vertical
(Instagram Stories
and Facebook Feed)

Graphics: facebook.com/business/help/103816146375741