

2012

SOCIAL MEDIA

It's Easier Than Ever to Stay Connected

TWITTER WIDGET

Feature your tweets on The NEWS' homepage!

Widgets let you display your Twitter updates on our website.

Tweets can be customized to include only specific usernames or hashtags if desired.

- Prime real estate on achrnews.com
- Tweets are visible to ALL website visitors, not just those on Twitter
- Link to drive traffic to your website or Twitter Page



Specs: Twitter page URL, hashtag, logo and 25 word description

Advertiser: \$2,000 (1 month)

Non-Advertiser: \$2,200 (1 month)

TWEETS

Maximum visibility!

Reach potential customers with customizable tweets posted by The NEWS and broadcasted to all followers (2,438 followers as of February 8).

- Potential for re-tweeting, very viral
- Link to drive traffic to your website or Twitter Page

Specs: 100 characters including your Twitter handle, one hashtag and link (link not included in 100 characters)

Advertiser: \$800 (1 month, includes 8 tweets per month)

Non-Advertiser: \$880 (1 month, includes 8 tweets per month)



FACEBOOK NOTES

Maximum visibility with customizable content!

Your company's message will be on The NEWS' Facebook profile and broadcasted to our entire fan base (1,007 fans as of February 8). Facebook notes can include copy, images and links.

- Customizable content
- Link to drive traffic to your website or Facebook Page



Specs: Up to 100 words, jpg image (4MB max.), 1 link

Advertiser: \$800 (1 month, includes 4 notes per month)

Non-Advertiser: \$880 (1 month, includes 4 notes per month)

FACEBOOK WELCOME PAGE

First thing visitors see!

Greet visitors with a customized, co-branded landing page for The NEWS' Facebook profile. These are often used to promote current products, call attention to new products, or simply welcome visitors with an attractive branded splash page.

- Customizable content, with The NEWS' logo included
- Hyperlinked to drive traffic to your website

Specs: 500x280 pixels; 72 dpi jpg; hyperlink

Advertiser: \$1,200 (1 month)

Non-Advertiser: \$1,320 (1 month)



Contact a sales rep for more information.

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