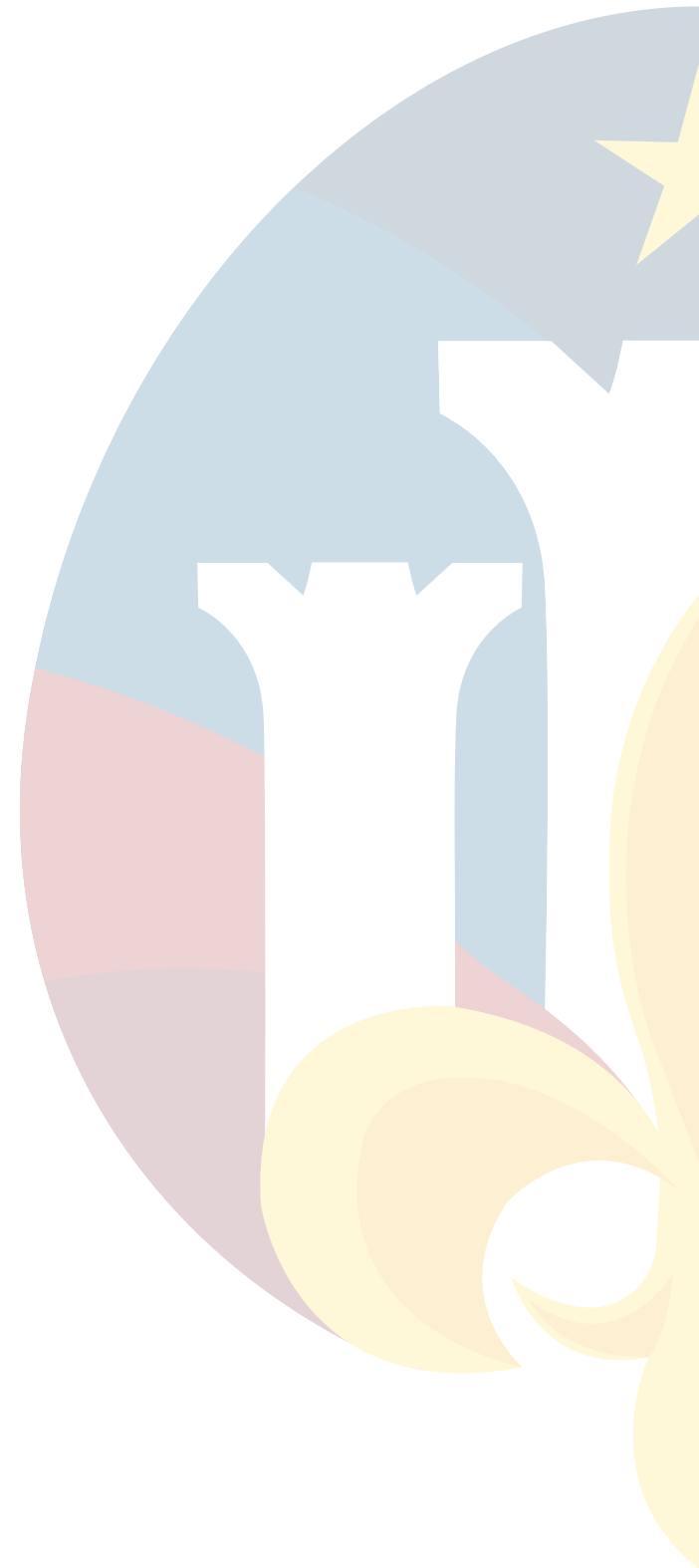




Ad Kit

“Best Facebook Page”

- Times of Acadiana “Best of” 2015



We're pretty social.

42k+ followers



Women
60%

Men
40%

Page Views
91k+ per month

Mobile Readers
72%

Engaged Ages
25-45+

Unique Visitors
25k+ per month

Pricing & Ad Specs

Banner Ads

Type	Rate	Width x Height
Top Leaderboard	\$760/Month	728x90px
Bottom Leaderboard	\$300/Month	728x90px
Skyscraper	\$300/Month	300x600px
Cube #1 (Desktop)	\$400/Month	300x250px
Cube #2 (Desk & Mobile)	\$800/Month	300x250px
Fixed Prime Mobile	\$1,000/Month	640x100px

Branded Content

Type	Rate	
Giveaway*	\$750/Week (2 Week Min)	Popular
Additional Story/Updates*	\$500	
Throwback Thursday*	\$350	
Facebook Live Video Tour	\$1300	
DL Highlighted Business(FB)	\$500/Week (1 Week Max Per New Business*)	
*Add Video Content	\$800	

*One calendar year or less in business

For more information call us at **337-366-9683** or email us at sales@developinglafayette.com

Ad Placement Specs

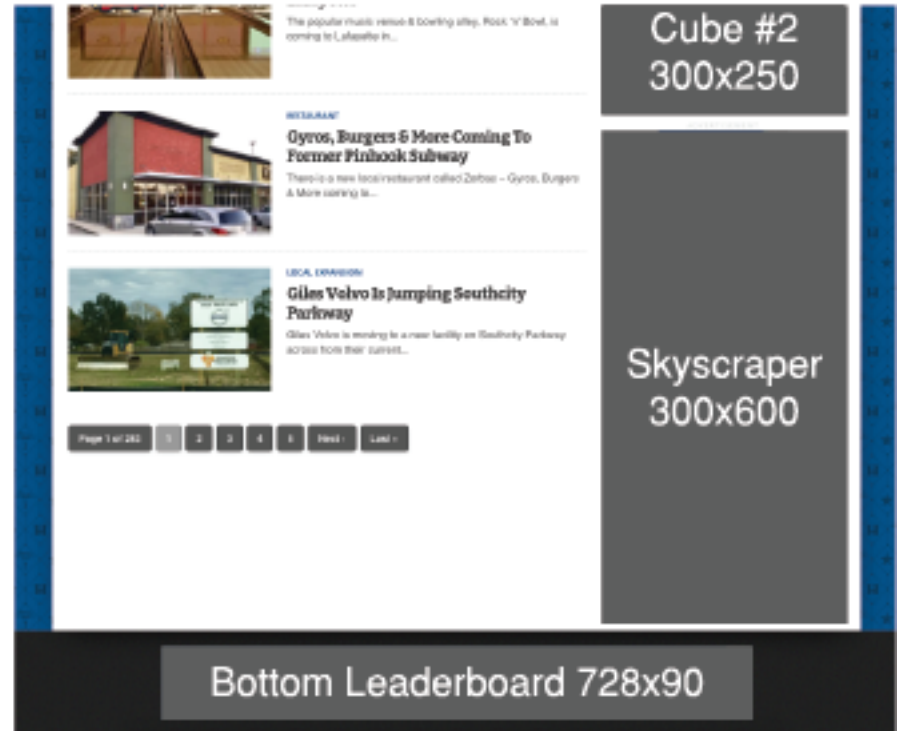
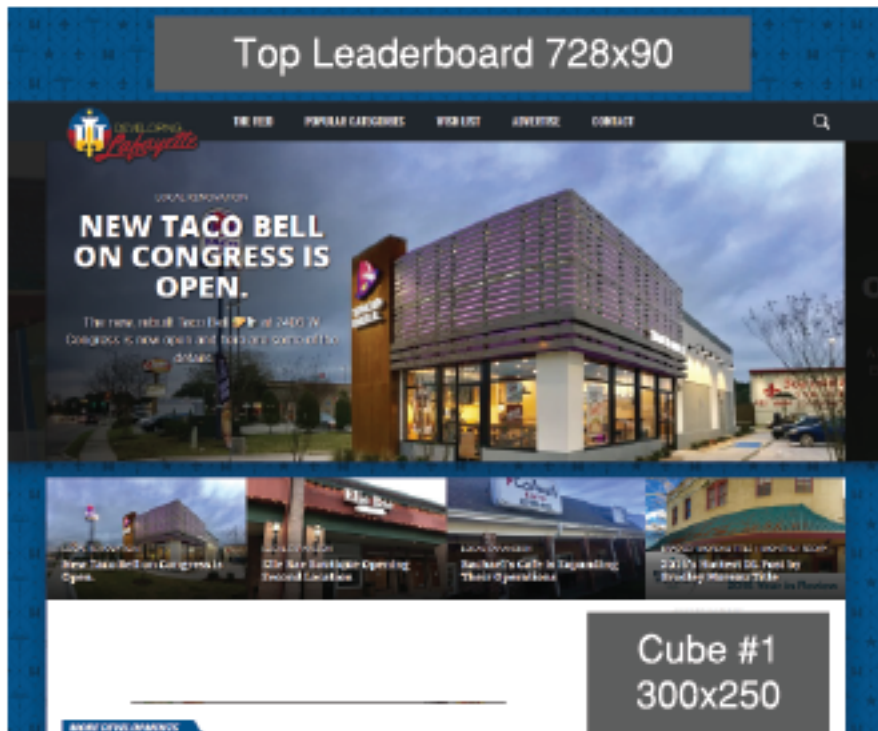
Desktop Format

Above Fold

- Top Leaderboard
- Cube #1

Below Fold

- Cube #2
- Skyscraper
- Bottom Leaderboard



Ad Placement Specs Cont.

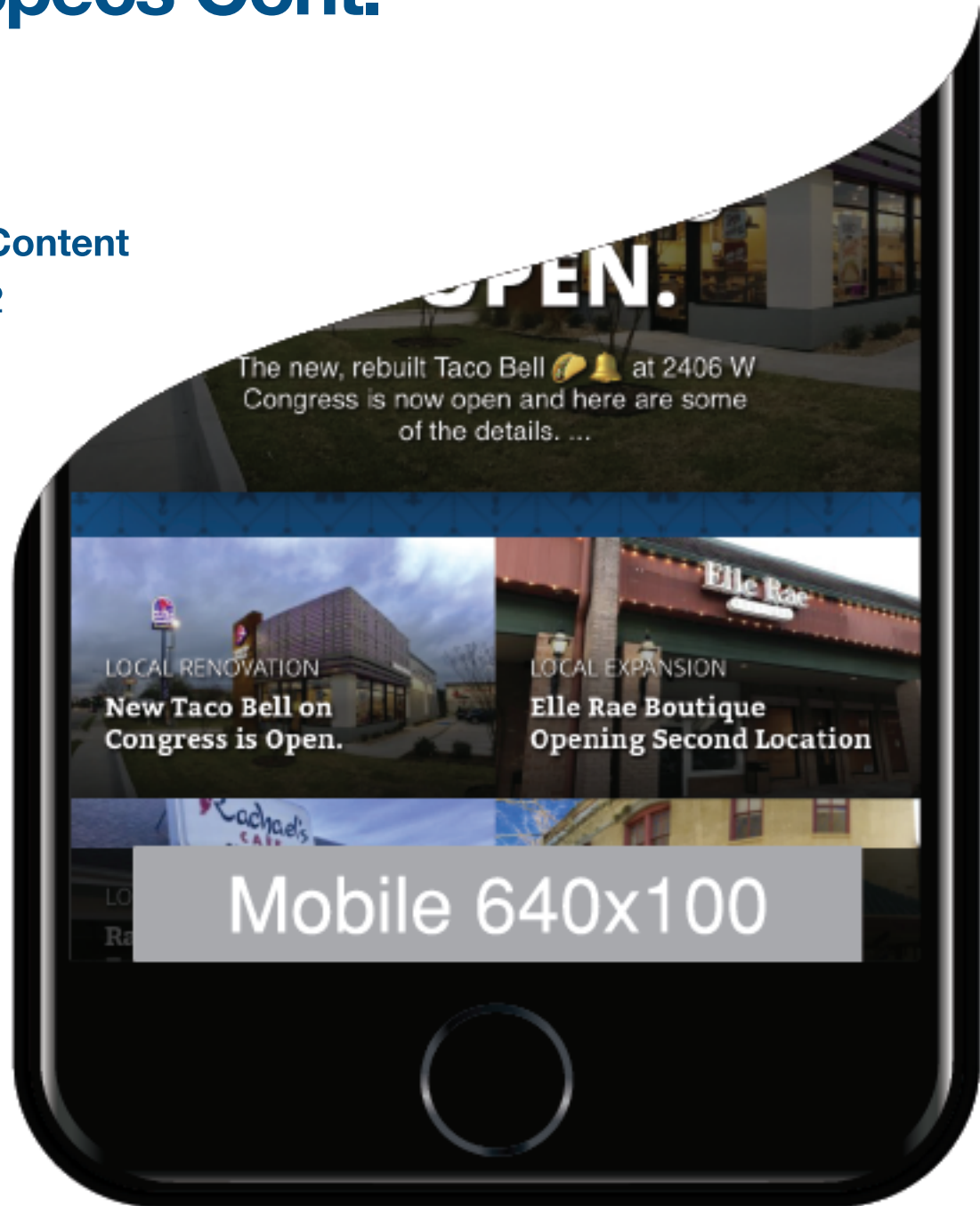
Mobile Format

Always Visible

Mobile Leaderboard

Below Content

Cube #2



DL Highlighted Business

Facebook Pinned Post

