

## SEO & Facebook for Print Ads

SEO and Facebook options available to advertisers in the *Wilson County News* print edition. To qualify for these services, business must have print advertisement in the *Wilson County News*. These digital services last for the duration of the print advertisement. What is SEO? SEO (Search Engine Optimization) helps ensure content accessibility to search engines, improving the chances that the content will be found by search engines.



	DESCRIPTION	RATE
<b>Search Engine Optimization (SEO)</b>	The print advertisement is automatically fed into wilsoncountynews.com. This process includes SEO — the advertisement and the contents in the advertisement will be SEO. In addition, the business is included in the “Business Directory” at, as well as all keyword searches made at wilsoncountynews.com.	+10% above cost of print ad
<b>Search Engine Optimization (SEO) and Facebook Share</b>	All of the above, plus the advertisement is shared on the <i>Wilson County News</i> ’ Facebook page at facebook.com/wilsoncountynews.	+15% above cost of print ad
<b>Facebook Share</b>	Your print advertisement shared on the <i>Wilson County News</i> ’ Facebook page at facebook.com/wilsoncountynews	\$10
<b>Native Advertising</b>	Ask us about native advertising opportunities!	
<b>Other Facebook Services</b>	Ask us about Facebook services	

## Website Banner Advertising

TYPE	LOCATION	DESCRIPTION	RATE
<b>Global Ads</b>	<b>All Pages of Site</b>	Web ads positioned at above Wilson County News logo on every page of the website. Two ad spots available for this position; advertisers rotate with every click on the web site. 2 positions available. 1000x60 pixels.	\$100/week
<b>Pinnacle Ads</b>	<b>Home Page Group</b> (ads appear on home page and selected pages, see list)	Web ad positioned just below Wilson County News logo and above main news. 3 positions available. 228x114 pixels.	\$250/month
<b>Pinnacle Ads</b>	<b>Premium Page</b> (ads appear on premium page only, see of pages to choose from)	Web ad positioned just below Wilson County News logo and above main photo slide show. 3 positions available. 228x114 pixels.	\$75/month
<b>Tween Ads</b>	<b>Home Page</b> (ads appear on home page and selected pages, see list)	Web ads positioned in between main news categories of the home page. Multiple positions available. 228x114 pixels.	\$125/month
<b>Foundation Ads</b>	<b>Home Page Group</b> (ads appear on home page and selected pages, see list)	Web ads positioned below news categories and just above the Website map. Multiple positions available. 247x124 pixels.	\$60/month
<b>Foundation Ads</b>	<b>Premium Page</b> (ads appear on premium page only, see of pages to choose from)	Web ads positioned below news categories and just above the Website map. Multiple positions available. 247x124 pixels.	\$40/month

**Home Page Group:** Home page, Weekly News Stories | **Premium Pages:** Breaking News, Community Calendar, Classifieds

## Phone App Advertising

TYPE	DESCRIPTION	RATE
<b>Title Sponsor</b>	Ad positioned at the top, near Wilson County News logo on every page of the phone app.	\$995/month
<b>Banner Ads</b>	Banner ad positioned at bottom of screen.	\$50/month
<b>Splash Page Ads</b>	Ads appear between pages of app. Ads are the size of the screen.	\$120/month

**Call our customer service team at 830-216-4519.**