

BUSINESS MARKETING ON *KnowPickens*

PREMIUM BUSINESS LISTING WITH SOCIAL MEDIA

- Link to website and social media pages from FREE business listing
- Up to 10 photos on the business listing (rotates on top left)
- Top vertical banner advertising removed from the business listing
- Top positions of the business category with bolder name and logo (additional business categories are \$25 per year)
- Follow advertisers' social media pages to keep 'in the know'
Occasional filler content -- Social shares, but not guaranteed
- Facebook page added on KP's page as favorite
- Facebook events added to KP's Facebook events
- One shoutout post on Facebook & Twitter

\$199 PER YEAR

BANNER ADVERTISING WITH SOCIAL MEDIA LITE

- Includes Premium Listing with Social Media listed above
- Rotating Skyscraper Banner (160x600) throughout website linking to advertisers website or social media
- Permanent Skyscraper Banner on business listing
- Two social media shares on Facebook & Twitter

\$150 PER MONTH

BANNER ADVERTISING WITH SOCIAL MEDIA

- Includes Premium Listing with Social Media
- Limited to 20 advertisers
- Rotating Banners with different placements and sizes (Box, Skyscraper & Leaderboard) throughout website linking to advertisers website or social media page – guaranteed 10,000 impressions per month
- Permanent Skyscraper Banner on business listing (eliminates other ads)
- Weekly social media shares on Facebook & Twitter
- One custom graphic ad posted once per month on Facebook Twitter and Instagram

\$300 PER MONTH

A LA CARTE

Brief **ARTICLE** written by KnowPickens on business (250 words max) that appears in news section and on the business listing with link to article posted on Facebook and Twitter - **\$125**

:30 second **VIDEO** produced and added on KnowPickens YouTube, Facebook, Twitter and Instagram, remaining indefinitely. Placed in featured playlist videos on the front page and on the video page for maximum of one month.
Starting at \$350

ONE TIME SOCIAL MEDIA POST

Graphic or video posted on Facebook, Twitter and Instagram with artwork design (restrictions apply) - **\$100**

STATS as of 10/3/18

25,000 monthly visitors on website
16,260 Facebook followers
4,692 Instagram followers
2,318 Twitter followers
12,160 YouTube subscribers
Snap followers 500+
(currently not measurable, based on story views)