

Banner Ads

	1x (month)	3x
<i>Pushdown Ad</i>	\$250	\$225
<i>Newsletter Ad</i>	\$100	\$90
<i>Sidebar Ad</i>	\$200	\$180
<i>Wide Skyscraper Ad</i>	\$200	\$180
<i>Inline Ad</i>	\$100	\$80
<i>Business Snapshot Ad</i>	\$75	\$67

Premium Directory Listing

Reinforce your campaign by providing a complete business listing (with SEO links), more pictures, and only the best reviews.
Upgrade Today!

Social Promotions (per promotion)

	Online Only
<i>Weekly Sweepstakes</i>	\$250

Monthly Promotions:

<i>Naming Sponsors</i>	\$500
<i>Presenting Sponsors</i>	\$300
<i>Exclusive Sponsorship</i>	\$1,100

Advertorials

	1x (post)	3x
<i>Online Article</i>	\$100	\$90

Self Service

*per listing

	Express	Enhanced	Premium	Featured
<i>Directory</i>	Free	\$14.99	\$24.99	\$124.99
<i>Event Calendar</i>	Free	N/A	N/A	\$25.00*

Rate Card INTEGRATED CAMPAIGNS

Introductory Digital

- Business Snapshot Ad
- Featured Event
- Social Share

\$100
Per Month

Standard Digital

- Inline Ad & Snapshot Ad
- Advertorial or Featured Event
- Social Media Mention

\$250
Per Month

Premium Digital (Max. Engagement)

- Pushdown & Sidebar Ad
- Advertorial or Featured Event
- Newsletter Sponsorship
- Promoted Facebook Posts

\$500
Per Month

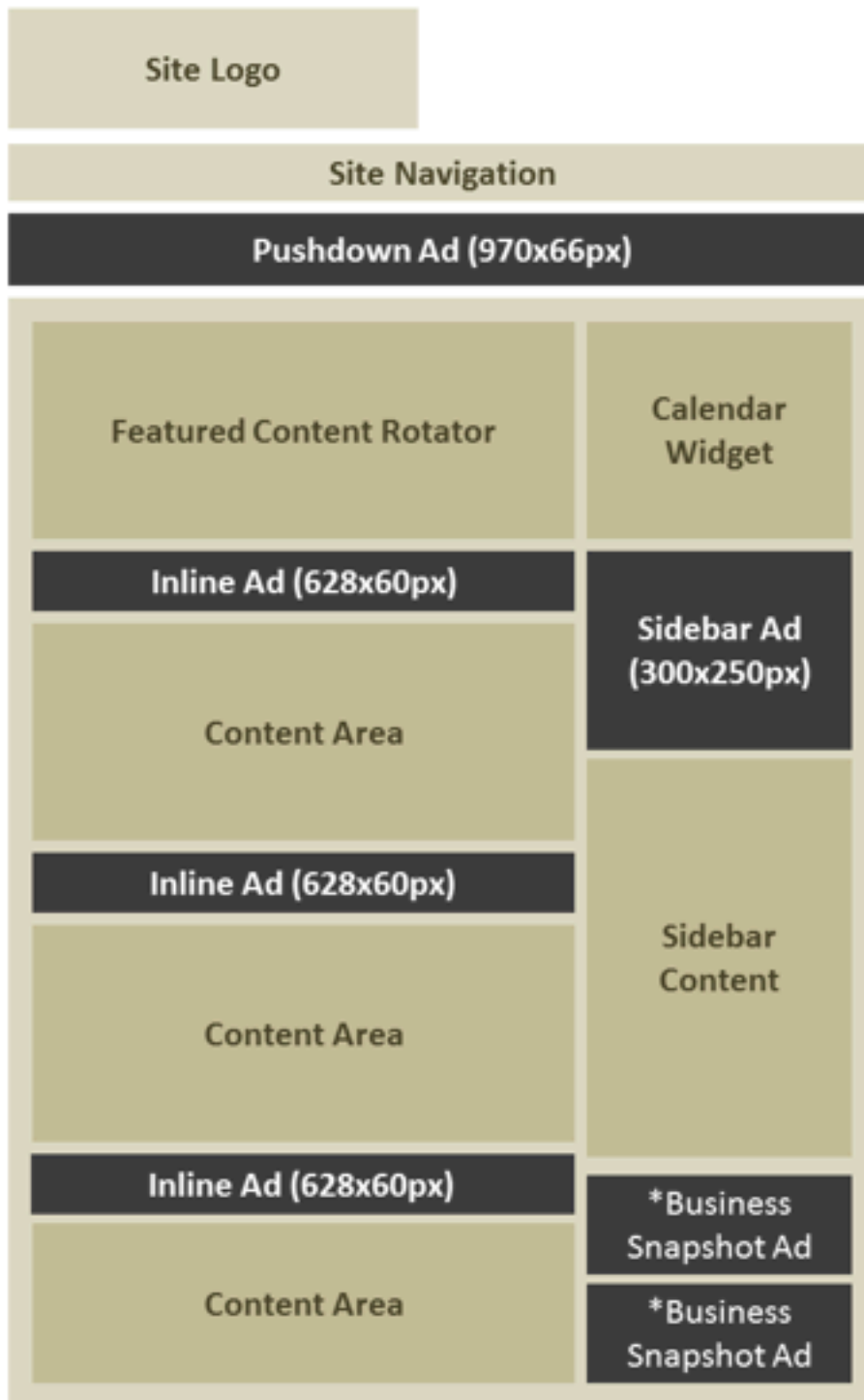
Social Promotions

Signup for any social promotion at the same time and get 10% off the price of the promotion.

*only available with advertorial or other online experience. Please inquire.

Rate Card

AD PLACEMENTS & SIZES



**Wide
Skyscraper
Ad
(160x600px
)**

**Directory &
Calendar
Pages Only**

Notes

*300x125px
Ads not to scale

Ad production is available from our graphic designer at an hourly rate.

Customers rely on social media to inform buying decisions. Small businesses understand the value of Facebook, Twitter and other social media outlets, but aren't sure how to get started or don't have the time or expertise to post effective campaigns.

That's where Only Oswego can help. We offer our advertisers valuable add-on tools at affordable rates to succeed in today's market. Here's what we offer:

Social Media Set Up & Training: We determine and set up the right types of social media accounts for your business and sit down with you to teach you how to post effectively. Basic set up and two training sessions cost a one-time fee of \$250.

Social Media Management: We offer different levels of social media management from a few posts a month to multiple posts a day based on your budget.

1 to 10 posts a month	\$5.00 per post
11 to 20 posts a month	\$4.75 per post
21 to 30 posts a month	\$4.50 per post
31 to 40 posts a month	\$4.25 per post
41 to 60 posts a month	\$4.00 per post

For more information or to schedule an appointment, call Publisher Steven Jack at 331-216-9000 or email

onlyoswego@gmail.com