

# SOCIAL MEDIA

## MANAGEMENT

SET UP FACEBOOK AND TWITTER BUSINESS ACCOUNTS.  
POST 20 ITEMS ON WALL AND TWEET TO TWITTER.  
MONITOR BRAND NAME AND 2 KEYWORDS ON NETWORKS

**\$299/MONTH**

MINIMUM 6 MONTH CONTRACT REQUIRED

## MENTIONS

POST ADVERTORIAL BLURB, LINK AND OR PHOTO ON  
ODESSA AMERICAN FACEBOOK PAGE AND TWITTER  
STREAM.

**\$50 PER MENTION**



DIGITAL AUDIENCE EXTENSION (DAE)  
TARGET THE RIGHT AUDIENCE WITH THE RIGHT  
MESSAGE NO MATTER WHAT SITE THEY VISIT!  
BEHAVIORAL/DEMOGRAPHIC TARGETING  
**\$20 CPM**

# OA online DIGITAL RATES



MOBILE & APP  
ADVERTISING  
**\$20 CPM**

## DISPLAY BANNER ADS

OPEN RATE - \$25 CPM ROS

CONTRACT RATES			
IMPRESSIONS	MONTH	6 MONTH	12 MONTH
50K	\$20 CPM	\$10 CPM	\$8 CPM
100K	\$15 CPM	\$9 CPM	\$7.50 CPM

PAGE SPECIFIC  
ZIP CODE  
FLASH ADS  
ADD **\$5 CPM**

HIGH IMPACT ADS  
SLIDING BILLBOARD - \$350 PER DAY  
PEEL-DOWNS/AD NOTES ONLINE - \$40 CPM

PROMO  
ROTATOR  
(200X90)  
**\$100 WEEK**  
**\$300 MONTH**

FREQUENCY RATES  
10,000 IMPRESSIONS FOR \$100  
MUST PURCHASE AN AD IN OR TO RECEIVE THIS PRICE

**EMAIL BLASTS**  
**\$50 PER AD PER SEND**  
20,000 EMAILS ARE  
SENT ON TUESDAY'S  
AND THURSDAY'S

CUSTOM EMAIL CAMPAIGN  
PRICE DEPENDS ON CRITERIA  
AND AVAILABILITY.

FOR MORE INFORMATION  
CONTACT YOUR MARKETING CONSULTANT  
AT 432-333-7603