How WCN media services can help your business!

Small-business owners know how important it is to reach their existing customers and attract new ones. The Internet has made it easier than ever before for small businesses to do just that, but the days of relying on a Website alone have largely fallen by the wayside.

Social media is one of the foremost reasons many people now go online. While engaging in social media won’t turn a failing business into a successful enterprise overnight, it can help business owners in a number of ways.

✔ Increase visibility
✔ Promote yourself
✔ Build a network
✔ Promote products
✔ Better serve customers
✔ Reach wider audience

Social Media Management
We will create consistent, customized content for your platforms including Facebook, Instagram, and Twitter.

Basic Level - $175/month
Schedule Plus - $225/month

Basic Level – we send you the material, images, etc for you to post to social media. Schedule plus – we post to social media for you.

Native Advertising
Content Package* – Includes creative and customizable content relevant to your business, products, and services. Great for branding and product awareness! Appears monthly in the “Arts & Entertainment” section of the Wilson County News and includes a shout-out on our Podcast.
$150/month

DIGITAL SPOTLIGHTS – SPONSORSHIP OPPORTUNITIES

■ Facebook Live
Recognition at the beginning and end of each live video. Your business is also featured as a sponsor on the video runner and is tagged in the description of the video.
$400/4-weeks, or $125/video

■ Podcast Episodes
Professional, customized podcast advertising script for your business, sponsoring the weekly podcast episode “What’s Going on in Wilson County?” The podcast is hosted at wilsoncountynews.com, buzzsprout, Spotify, Apple Podcasts, and Google Podcasts.
$300/month, or $100/episode

■ Audio Articles Podcast
Automated sponsorship promoted on prominent articles from wilsoncountynews.com daily at the beginning of each podcast article.
$450/month, or $150/week

■ WCNsider
Includes prominent banner space at the top and middle, plus a large space at the end of the WCNsider email newsletter, which reaches over 5,000 subscribers.
$100/send, or $25/send with your print ad.

■ Instagram TV/Business Tour
Video: Get a pre-filmed shout-out at the beginning of the video. Your business is also mentioned/tagged in the description.
Tour: Schedule a professional and fun, edited and customized tour of your business. This video will be posted on our Instagram profile (under IG TV/Reels).
$100/video** $200/tour

■ YouTube Video, Business Tour
Video: Get a pre-filmed shout-out at the beginning of the video. Your business is also mentioned/tagged in the description.
Tour: Schedule a professional and fun, edited, customized tour of your business. This video will be posted on our YouTube channel under our “Explore Texas” playlist.
$100/video** $200/tour

■ Sponsor IG/FB Post
Collaborate with us to schedule a paid sponsorship on Facebook or Instagram!
$25/post per platform

**YouTube Videos: choose from a list of scheduled videos.

Call our customer service team at 830-216-4519.
Do’s and don’ts of caring for wedding and engagement rings

Jewelry is a key component of weddings. The financial resource CreditDonkey notes that, in the United States, the average amount spent on an engagement ring is $5,500, while Canadians spend an average of $3,500. Jewelry costs can add up, especially when adding in the cost of wedding bands, which can cost as much as $1,000. The cost of jewelry only underscores the importance of learning how to care for it and preserve its value.

The best way to maintain jewelry depends on the makeup of the rings. The online jewelry guide Jewelry Notes says gold rings without gemstones can be cleaned effectively with only soap and water. Simply prepare a solution of lukewarm water and mild dish soap in a small bowl. Soak the rings for 20 to 30 minutes. Use a soft brush or cloth to clean the jewelry of dirt. Rinse the residue under clean water.

Rings with diamonds can be treated similarly with a mild soap-and-water solution. The Diamond Information Center also says to soak the diamond ring in equal parts cold water and ammonia for half an hour and let it air dry. Brand name jewelry cleaner also is another good option. Contact the Jewelry Company at 210-555-1234 or visit thejewelrycompanyonline.com.