

How WCN **media services** can help your business!

- ✓Increase visibility
- ✓Promote your business
- ✓Reach wider & new audiences
- ✓Capture networks



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, however thanks to social media, businesses can no longer rely solely on a Website. While engaging in social media won't produce success overnight, it can help business owners market themselves.

View our media services to help increase following and engagement!



DIGITAL ENHANCEMENTS, SPONSORSHIP OPPORTUNITIES

Our digital audiences have grown and developed over time through our own branding and product development.
Gain exposure for your business by sharing your message with our digital audience!

Video & Audio Sponsorships

■ **WCN Live** WCN TV’s weekly LIVE talk-show, streamed on Facebook Wednesdays at 10 AM, posted to YouTube & Facebook as permanent videos after, and shared for 1 week on all *Wilson County News* social platforms to boost performance. **Sponsorship also includes a guest spot on the show.**
See informational page for more. (page 3)

SPONSORSHIP.....\$400/4 weeks, or \$125/video
GUEST SPOT (Stand-Alone Episode).....\$200/episode or FREE with your display ad
To request a Sponsorship or Guest Spot, use the corresponding buttons at www.wilsoncountynews.com/advertise or contact display@wcn-online.com

■ **Audio Articles Podcast** Users can listen to/play the audio file of any *Wilson County News* article on our website, in the goWILSON app & on Spotify, Google Podcasts, and Apple Podcasts. This is a “plug & play” ad opportunity!
.....\$450/4 weeks, or \$150/week

Newsletter Sponsorships

■ **WCNsider** Includes prominent banner space at the top and a large space at the end of the WCNsider email newsletter, which reaches over 4,000 subscribers. (Subscribe to this newsletter at <https://wilsoncountynews.com/freenews>).
See informational page for more. (page 2)
.....\$100/send, or \$25/send with your print ad.

Social Stand-Alones

■ **Story Ads*** Run your ad weekly on our Facebook and Instagram Stories! Your ad will appear 3 times per week.
**Click reports are not available for this service. Deadline is Friday at 5 p.m.*
.....\$25/week attached to print ad, or \$75/week

■ **Digital Add-Ons** On any print product the WCN team creates for your business, ask us to create the digital versions for your own social and digital sharing needs.

1 Facebook post & Instagram square post (1080x1080px).....\$75 per print creative



WCNsider



About the WCNsider:

- The WCNsider is a weekday newsletter, sent once a day Monday through Friday, to over 4,000 recipients.
- Content ranges from news to lifestyle.
- Our average open rate is a healthy 33%.

This means at LEAST 1,320 people are guaranteed to see your ad!

Your WCNsider sponsorship includes one banner ad space at the beginning of the newsletter and a poster ad at the end.

- The small spaces are the digital equivalent of a 2x2 in print.
- The poster space is equivalent to a flyer. See examples below!

• Example of banner ad at the beginning



• Example of poster ad at the end



WCN Live



- Example of WCN Live Sponsorship Banner

About WCN Live

- WCN Live is a weekly talkshow livestreamed through Facebook.
- It airs every Wednesday at 10 AM, and is posted to our Facebook page & YouTube channel after.
- Each video receives at least 500 unique views per week, meaning that **at least 500 different people view the video and your ad every week, sometimes multiple times!**
- The average WCN Live episode is 35 minutes long. This means that **your ad receives about 35 minutes of exposure!**

Your WCN Live Sponsorship includes:

- Prominent placement of your business' name (or logo, if transparent) on the WCN Live banner, which is displayed for the duration of the video.
- A shout-out & thank-you at the beginning and end of each episode, with a custom message from your business to our audience.
- Your business name & website is included in the graphics used to promote each video, which are shared on our social media and stories at least 10 times per week after the episode airs.
- If you become a sponsor at least 2 weeks in advance of your planned episode, your business will be included in the pre-show marketing.