

CORKTOWN DIGITAL ADS

JANUARY - DECEMBER 2020
MARKETING@CORKTOWN.CA



CORKTOWN.ca

BI-WEEKLY NEWSLETTER

OUR MOST ENGAGED
AUDIENCE

Featuring a list of 1,500 recipients. Our Bi-Weekly newsletter has exceptional open and clickthrough rates. We have opportunities for main body placement and footer content.

Open Rate: 47% Avg. per campaign
Clickthrough Rate: 2.6% Avg. per campaign

NEWSLETTER PRICING

FRESHLY DELIVERED
TO OUR LOCAL AUDIENCE

Main Body Advertorial - \$75

A 75 word article written in a conversational style. One photo + logo and link included.

Footer Summary - \$35

Up to 30 words for your announcement. One photo and link included.

SOCIAL MEDIA POSTS

REACH OUR HIGHLY ENGAGED AUDIENCE

We're active on Twitter, Facebook and Instagram. In 2019 we had over 150,000 impressions across social media and above average engagement rates.

Facebook

Followers: 1500+
Avg. Reach per Post: 364/post
Avg. Engagement: 2.4%/post

Instagram Posts

Followers: 1250+
Avg. Reach/Impressions per Post: 649/782
Avg. Engagement per Post: 15

Instagram Stories

Avg. Views per Story: 180
Avg. Sticker Taps per Story: 28

Twitter

Followers: 2100+
Avg. Impressions per Post: 602
Avg. Engagement per Post: .9%

SOCIAL MEDIA PRICING

BUILD A CAMPAIGN AND SAVE

Get the best bang for your buck with multi-platform posts and longer term campaigns. Minimum commitment of 3 posts.

Facebook

Single Post: \$20
3 Posts: \$50

Instagram Posts

Single Post: \$20
2 Posts, 1 Story: \$50
Single Story: \$20
3 Stories: \$50

Twitter

Single Post: \$10
3 Posts: \$25

Campaign

1 Post per Platform: \$50
3 Posts per Platform: \$160