

WCA SOCIAL ADVERTISING OPPORTUNITIES 2022

Ketch Pen Digital Edition - E-mailed once a month to 650 WCA e-mail contacts

Link your ad to your website or online destination of your choice - \$60/month

E-mail Marketing

Placing advertisements in emails is one of the most direct ways to contact new prospects and is still one of the most effective ways to market your products. In fact, the average ROI on an email campaign is 38 to 1 — for every dollar you spend on email marketing, you'll get \$38 back.

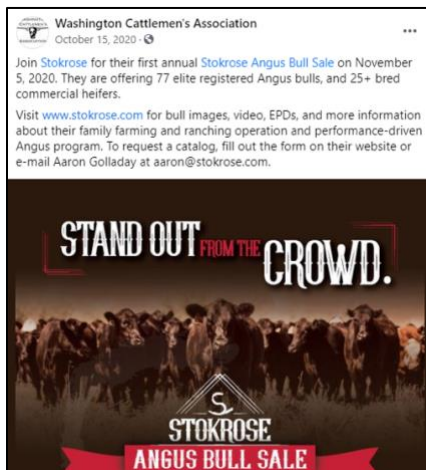
WCA WEEKLY EMAIL NEWSLETTERS – E-mailed once a week to 650 WCA e-mail contacts

Ad sizes:

- Top Position Leaderboard* 728x90 - \$180/mo (must run for a minimum of one month)
- Bottom Position Leaderboard* 728x90 - \$120/mo (must run for a minimum of one month)
- Half Page 300x600 - \$45/week
- Square 250x250 - \$30/week

**E-Newsletter leaderboard ads must be run in 1, 3, 6 or 12 month contracts. 1 & 3 month contracts are not eligible for discount. 6 month contract is eligible for 3%, 12 month contract is eligible for 5% discount.*

Social Media Marketing



With consumers constantly on FB and Instagram, these social platforms are essential, target-rich environments for your message. Reach your target audience with WCA's over 15,000 followers on [Facebook!](#)

Run one ad or launch a campaign. We launch your campaign, then monitor and optimize the tactics daily to ensure the best possible returns.

- Social Media ads - \$30 per ad
- Boosted Social media ad - \$60 per ad + boost money/days (TBD by advertiser)

WCA Social Boost Example: An advertiser has a bull sale coming up. Advertiser decides to run bull sale ad for 3 weeks and spend \$50 to boost the post. Advertiser spends \$110 total (\$60/ad + \$50/boost). ROI: Advertiser reached over 7500 people with over 550 people interacting (like, share, comment) with the boosted post!

**All Facebook ads must comply with Facebook guidelines. All boosted ads on social media are limited to running a maximum of one month.*