

# Navajo Times | 2024 FACEBOOK AD RATES

DINÉ BI NAALTSOOS



## ADVERTISE ON FACEBOOK

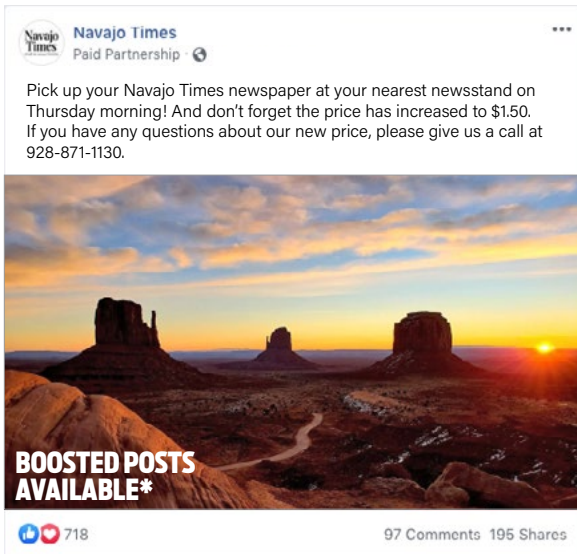
Navajo Times now offers Facebook Sponsored Paid Ads. Your Facebook sponsored paid ad will appear in the desktop and mobile News Feed.

### OPEN RATE - \$530

TAX INCLUDED

## STATIC SPONSORED POST

DURATION: 7 DAYS / ONE WEEK

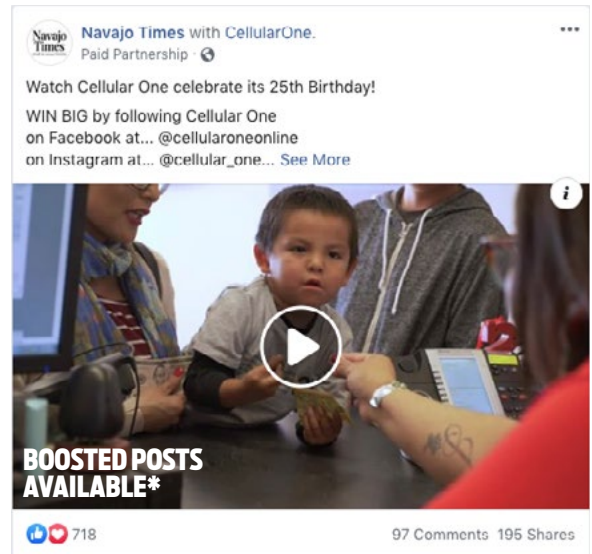


### OPEN RATE - \$1,272

TAX INCLUDED

## VIDEO SPONSORED POST

DURATION: 7 DAYS / ONE WEEK



## Boost Post (7 Days)

- \$5.00**—Reach 84-242 people per day
  - \$10.00**—Reach 168-485 people per day
  - \$15.00**—Reach 253-730 people per day
  - \$25.00**—Reach 422-1,218 people per day
  - \$50.00**—Reach 253-730 people per day
- Or **CHOOSE YOUR OWN PRICE** for 7 DAYS.

### PAYMENT

If you have a Facebook page associated with your product or service, you may boost your ad in the Facebook Business Manager. If not, we may boost the post for you on our newsfeed in addition to the open rate.

## Ad Recommendations

### STATIC ADS

For static ads we require a photo with separate ad copy. Excessive text in ad images may result in your ad reaching fewer people or not running at all. Try to use little or no image text when possible. We recommend 125-200 characters with a link to product or service. Must include: This is a sponsored post.

### VIDEO ADS

We recommend H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+. For ad copy, we recommend 125-200 characters with a link to product or service. Must include: This is a sponsored post.

**Imagine the way your video will reach your audience. Video streaming ads may just be your next big campaign. Create and get more out of videos.** New to video ads? With Facebook you can start simple. Reach your audience with videos created with photos and videos that you may already have.

## Facebook's Advertising Policy

Before your ads shows up on the Navajo Times Facebook page, Facebook must first review your ad to make sure your ad meets Facebook's Advertising Policies. Typically, most ads are reviewed within 24 hours, although in some cases it may take longer. Facebook will check your ad's images, text, targeting, and positioning, in addition to the content on your ad's landing page. Your ad may not be approved if the landing page content isn't fully functional, doesn't match the product/service promoted in your ad or doesn't fully comply with Facebook's Advertising Policies. After your ad is reviewed, we will receive a notification from Facebook letting us know if your ad is approved. If it's approved, we'll start running your ad and you can see your results in the Ads Manager. Prohibited Content

For more information on Facebook's Advertising Policy, please visit: <https://business.facebook.com/policies/ads/>

**\*Boosted posts are optional and will be in addition to open rate .**

Customer supplied information/files must be submitted by e-mail, fax, mail or hand delivered. Ads must be pre-paid. Payments accepted: Money Order, Cashiers Check, Debit, Visa, Mastercard, Discover, American Express. NO PERSONAL CHECKS. Payable to: Navajo Times Publishing Company Inc. MANAGEMENT RESERVES THE RIGHT TO REFUSE THE PUBLICATION OF ANY ADVERTISEMENT.

# Navajo Times

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