



ADVERTISING

2019 RATE CARD

F I R S T , F A S T & F O R E V E R F R E E

DISPLAY ADS



Full-color, animated display ads

appear in a variety of positions and sizes throughout the OC site and app.

- Limited to 30 advertisers per week
- Equal rotation within ad inventory
- Category exclusivity
- Guaranteed 25,000+ impressions/wk
- Advertise one, two, three or all four weeks each month
- Design included

STARTING AT **\$300 / MONTH**
OR **\$3,600 / YEAR**

PROMOTED POST



Sponsored posts

- appear in the news feed just like a standard OC article.
- Includes visual identification as promoted content
- Also shared to OC Facebook - the largest local Facebook community
- Ideal for sharing jobs, events, announcements, special offers, new services, testimonials or achievements

\$250 / POST OR
5 POSTS FOR \$1,000

COMMUNITY PARTNERSHIP

SOLD OUT! WAITING LIST AVAILABLE



Community Partners receive **logo placement on every page** of desktop, mobile web and app versions of Oil City News. Package also includes **full category exclusivity** within display ad inventory for entire year.

\$1,200 / MONTH OR
\$14,400 / YEAR

Oil City is a web and mobile-based news platform providing readers in Casper, Wyoming with news content that is first, fast and *always* free. We are passionate about our community, and that passion shows in our coverage of local topics including breaking news, crime, local government, events, area businesses and more. What began as a small news blog in 2014 has grown into Casper's largest and most popular local news platform.* In today's fractured media environment, there is no better platform than Oil City News when you want to communicate with Casper's most highly engaged, mobile audience.

OC BY-THE-NUMBERS (MARCH/APRIL 2019)

- Average **over 1,000,000 monthly pageviews**
- Over **168,000 monthly readers**
- Over **35,000 Facebook followers** (Casper's largest local news audience)
- Over **400,000 Facebook engagements** per month
- Over **3,000** daily e-mail subscribers
- More than **80%** of page views generated on mobile devices
- Recognized as "**most preferred**," "**most timely**," "**most accurate**," "**most trustworthy**," "**easiest to use**" and "**most relevant**" among all local online news platforms, according to a 2018 study that included Oil City News, K2 Radio, Trib.com, K2TV and KCWY.

For more information contact **Todd Titus**, Director of Sales, Oil City News • todd@adbay.com • 307.797.0654 cell

* SOURCES: 2018 Community News Survey, Google Analytics site utilization data (3/1/2019-4/26/2019), Facebook Insights reports (3/1/2019-4/26/2019)