



# ADVERTISING 2023 RATES

## DISPLAY ADS



See **ALL** of Today's  
New Casper Listings

Updated Every  
**5 Minutes!**

**CLICK HERE!**

**MH THE MICHAEL HOUCK**  
REAL ESTATE TEAM

Full-color, animated display ads rotating in a variety of positions and sizes throughout the site.

- Limited number of advertisers
- Free ad design & changes
- Minimum 50,000 impressions/month
- Ad reporting included

**\$750/MONTH**

**\$500/MONTH**  
with 12-month commitment

**\$400/MONTH**  
with 12-month commitment & advance pay

## PROMOTED POST



**PARTNERS**

**SEE ALL**

### Introducing Bucktrout Outfitters: Wyoming's newest fly fishing outfitter

By OIL CITY SPONSOR | 3 hours ago

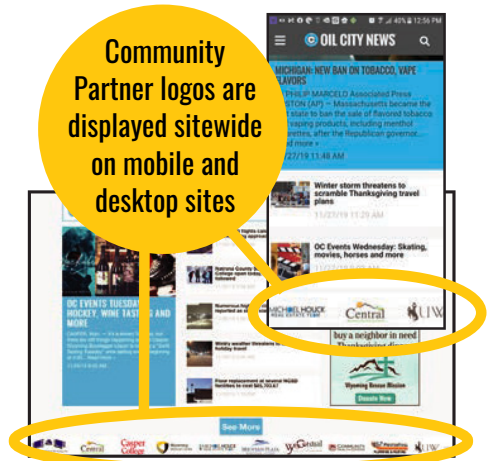
Promoted posts are custom, professionally written articles that appear on our website and social feeds just like a standard article.

- Includes visual identification as promoted content
- Also shared to Facebook
- Ideal for sharing jobs, events, announcements, new services, testimonials or achievements

**\$750/POST**

## COMMUNITY PARTNER

**ONLY 10 AVAILABLE!**



Community Partners receive **logo placement on every page** of desktop and mobile websites. The package also includes **full category exclusivity** within display ads, 12 Promoted Posts, and **FREE access to the Jobs Board.**

**\$15,000/YEAR**

## FACEBOOK RE-SHARE

Let us expand the reach of your organization's Facebook post by re-sharing **YOUR** post with **OUR** audience of over 54,000 Facebook followers. Restrictions may apply.

**\$100 EACH**  
OR  
**\$250 FOR 3**

Oil City News provides readers in the Casper area 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, area businesses and more. In today's fractured media environment, there is no better platform when you want to communicate with Casper's most highly engaged, mobile audience.

For more information, contact **Bryan Pekuri**  
**bryan@upslope.media** • 307.258.3124 cell

## REVEAL AD



Our largest ad delivers a TON of impressions and clicks. Visible at the top of every page on desktop and mobile versions of Oil City News, it's ideal for making a BIG splash to promote special events or promotions for your organization. Limited to a maximum of 6 advertisers in any given period.

**\$750/WEEK**  
OR **\$2000/MONTH**