

Holiday Shopping Promo Packages

The Exponent believes that Shop Local is what keeps a community thriving.



We're local, too - a not-for-profit who employs all local staff. We print our newspaper and manage our online and social media content right here in Lafayette and West Lafayette. We'd love to help promote fellow local businesses and restaurants this shopping season with some exceptional online and social media sales! Combine any of the packages below to boost your Shop Small Scavenger Hunt event, or let us create a social or online package that meets your specific needs.

The Exponent has:

31,100 Twitter followers



19,400 Facebook followers



6,700 Instagram followers



From Jan 1 – Oct. 16, 2020, purdueexponent.org averaged **284,600** visitors/month

Digital Promotional Package

- Two sponsored stories (written by advertising manager Jillian Ellison or advertising director Stacey Kellogg) on PurdueExponent.org about your business, holiday specials, or the topic of your choice to run between Nov. 23, 2020 – Jan 20, 2021.
- One home page button ad on purduexponent.org linking to the sponsored content story to run between Nov. 23, 2020 – Jan 20, 2021.

= **\$1,434.60**
(A \$1,594 value)

Boost this promotion by running the full color sponsored content story in The Exponent print edition any Monday or Thursday between now and November 23 for an additional \$417.36. (Free color. Story can occupy quarter page). Total with boost = **\$1,851.96**. (Reservation deadline for print edition is Nov. 18).

Payment can be spread out across 3 months.

Social Media Only Promotional Package

Facebook: 5 posts on @purdueexponent (3 posts max per day). Posts can include 1 image and 1 hyperlink. = **\$375** (a \$425 value) (To be used between Nov. 24, 2020-Jan 20, 2021)

Instagram: 5 posts on purduexponent Instagram (3 post max per day). Up to 5 photos per post = **\$375**. Between 6-10 photos per post = **\$700** (a \$425 value) (To be used between Nov. 24, 2020-Jan 20, 2021)

Twitter: 5 Tweets on @purdueexponent (3 posts max per day). = **\$375**. (A \$425 value). Links or photos are an additional **\$5** per Tweet. (To be used between Nov. 24, 2020-Jan 20, 2021)

SPECIAL
SOCIAL MEDIA
PACKAGES
STARTING AT ONLY
\$375

Small Business Saturday Social Blitz Package

Three social media posts on the medium of your choice (Facebook, Instagram, or Twitter) to run on Nov. 28, 2020. = **\$255**.

Run three posts each on all three channels = **\$688.50** (a \$765 value). Links and limited photos included depending on medium. Inquire for details.

SMALL BUSINESS
SATURDAY
PACKAGES
STARTING AT ONLY
\$255



THE EXPONENT

Contact Stacey Kellogg, advertising director

addirector@purdueexponent.org M: 574-208-0071 O: 756-743-1111 ext. 206
or Jillian Ellison, advertising manager, admanager@purdueexponent.org O: 756-743-1111 ext. 0

