



ADVERTISING

2020 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 rotating in a variety of positions and sizes throughout the OC site and app.

- Limited number of advertisers
- Page exclusivity preventing competitors from appearing on the same page
- Ability to run multiple ads/messages
- Guaranteed 40,000 impressions/month
- Ad design & reporting included

**Minimum commitment of 6 months*

\$400 / MONTH
OR \$4,800 / 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

ONLY 10 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 ads and **FREE access to Oil City Jobs Board**.

\$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 2020)

- Average **over 3,180,000 monthly pageviews**
- Over **1,058,040 monthly readers**
- Over **45,000 Facebook followers** (Casper's largest local news audience)
- Over **816,000 Facebook engagements** per month
- Over **6,400** 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@upslope.media • 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)

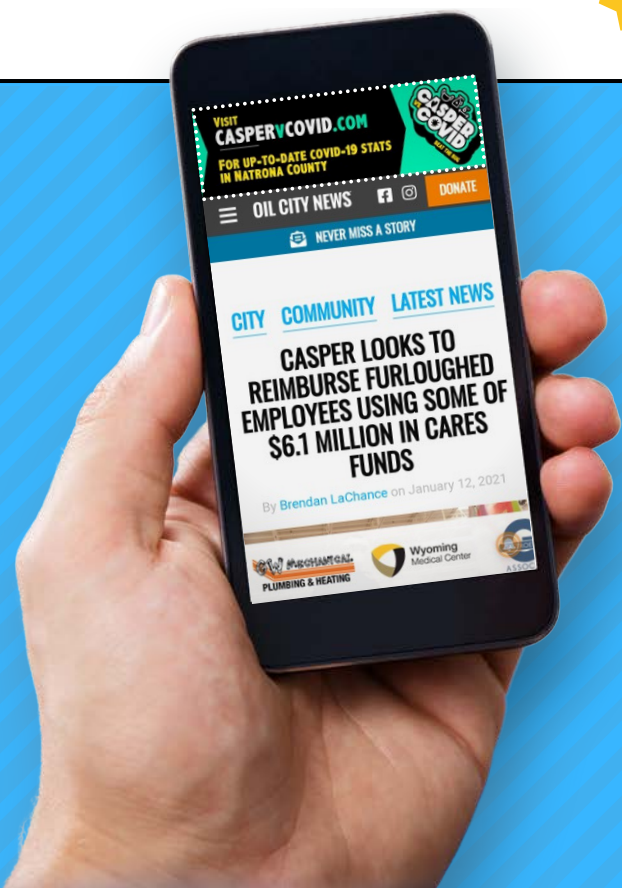


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FIRST, FAST & FOREVER FREE



REVEAL AD Just \$1,000 per month!



The largest ad on Oil City News, this brand new ad unit delivers a **TON** of impressions and a **TON** of clicks to your website or Facebook page. Visible at the top of every page - both desktop and mobile - it's ideal for any business or organization that wants to make a **BIG** splash promoting upcoming events, special offers, announcements, job openings, political campaigns, fundraisers, or just boost overall brand awareness, etc. Our first two paid advertisers in October achieved some fantastic results with **over 385,000 impressions** and **over 1600 clicks** each!

Maximum of 6 advertisers in any given month and minimum commitment of only one month.