

Facebook Ad Rates

- The minimum price for a Facebook Promotion is \$1 a day.
- The shortest amount of time you can run a Facebook Promotion is for 1-day.
- You can spend more money on a 1-day promotion (such as \$5/\$10) and receive more views.
- The amount of people that have viewed your Facebook Promotion will be emailed to you after your promotion has ended.
- Payment is needed upfront for your promotion, along with a form with business name, hours, and phone number and what message you would like displayed. All payments will receive a receipt and we will keep a copy of the receipt.
- Facebook page likes as of 6/7/18- 127
 - We ran an ad for 7 days with a maximum budget of \$10. This amount of money/days lead to 50 additional people liking the page, 95 link clicks, 1,295 people viewed this promotion.
 - Our settings for ads/promotions on Facebook are set to show the promotion to people 18-65+ starting in Pikeville with a radius of 25 miles. This gives each ad the potential to reach 170,000 people.

Flier Information (520 fliers)

It has been suggested that we could possibly insert fliers into the light bills every month, alternating businesses that are in Pikeville. Unfortunately, since this association is no-fee, no-budget, the cost of the fliers, should we continue with this idea, would fall upon you.

There are two options that are possible.

1. With information provided by the business, I could design a flier and with approval from the owner, send it to your preferred choice of copier. The responsibility for picking up the fliers and paying for it would fall on the business owner.
2. You can design the flier and take it to your preferred choice of copier.

It is important to note that since these are going out with the light bill, fliers are due at town hall by the 15th of each month so they can be folded and put into envelopes. There needs to be about 520 copies of said flier and each flier needs to be on standard paper, so they fit into the envelopes.

Estimates are for 500 copies in black and white or color and on standard 8x11 paper.

- Accu-Copy 305 N. Spence Ave. Goldsboro, NC 27534. Phone 919-751-2400.
 - Color- \$75
 - Black and white- \$ 40
- Staples 1101 N. Berkeley Blvd. Goldsboro, NC 27534. Phone 919-778-1588.
 - Color- 1 hour turn around \$358 Pick-up later \$276
 - Black and white- 1 hour turn around \$81 Pick-up later \$63
- Office Depot 2110 Wayne Memorial Dr. Goldsboro, NC 27534. Phone 919-739-9942
 - Color- \$171
 - Black and white- \$59