DIGITAL ADVERTISING

SOCIAL SHARE

Our 'Social Share' digital advertising package promotes your business to your local target audience across our popular social media channels. Our Instagram following alone accumulates over 30,000 followers!

Your created content goes out on Facebook as a core feed post, which is also pinned to the top of each feed for one week in a prime position. It will also go up on Instagram as a story sequence for 24 hours across all the channels you choose and these stories will then be saved as a highlight for one week. Social Shares are live Friday to Thursday, so do keep this in mind when booking your preferred Friday date.

We will also aim to share content as an Instagram grid post on the relevant town account where submitted imagery and copy meet our editorial and brand guidelines. Instagram grid posts are not guaranteed and are subject to internal approval and availability. We may edit or amend copy and creative as required

Single Area Social Share - £100 + VAT
Promote your business on one Brightside Publishing social channel of your choice.

Multi-Area Social Share (3 Areas) - £150 + VAT
Reach audiences across three local Brightside Publishing social channels.

Multi-Area Social Share (6 Areas) - £250 + VAT
Extend your campaign across six local social channels for wider regional exposure.

All Areas Social Share - £320 + VAT
Maximum reach across all current Brightside Publishing social channels.

We offer exclusive discounted Digital Advertising package rates if you've booked a print ad in any of our publications, get in touch for more information.

To book contact jen@brightsidepublishing.com
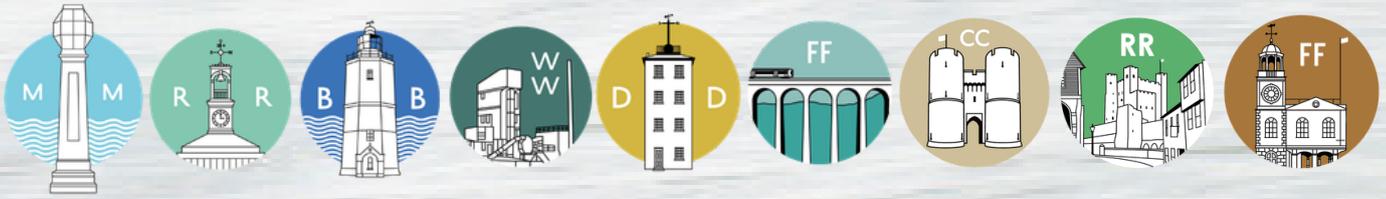
Not sure which package is right for you? Our team is happy to recommend the best options to suit your campaign goals. Audience size varies by area.

Our Social Channels:
<u>Margate Mercury</u>
<u>Ramsgate Recorder</u>
<u>Broadstairs Beacon</u>
<u>Canterbury Courier</u>
<u>Whitstable Whistler</u>
<u>Deal Despatch</u>
<u>Folkestone Foghorn</u>
Faversham Firework*
Rochester Radar*

*Launching 2026

- We offer design assistance for your digital package at a flat rate of £50 + VAT
- <u>Please submit all your content twinkle@margatemercury.com</u>, a minimum of one week in advance of the agreed posting date - shares go live on Fridays so this is the Friday prior.
- Failure to submit in advance may mean your content does not go live on time, but you will still be charged.
- Facebook posts are not paid for, but are offered as a free add-on when Instagram stories are booked.
- Cancellations can be made no less than two weeks in advance of the agreed posting date.

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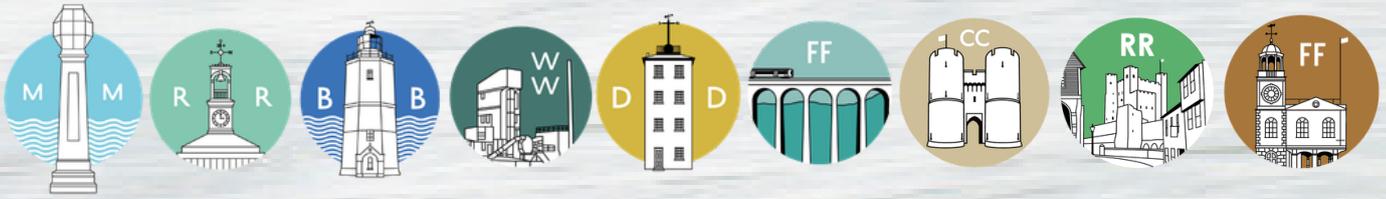
DESIGN & COPY SPECIFICATION

Copy (250 Word Limit)
The voice of the advert will be that of Brightside Publishing;

'We're opening our new wine bar this month' NO

'Vintage Wine opens this Friday 9th April' YES

Be sure to add the social handles you would like to be tagged, along with any relevant website links. Your copy may be reduced for your Instagram Story.

Facebook
 • (Required) Clear, high res photos (maximum of 4) or a 60 second video (please keep the video file size below 100MB where possible)
 (Required) Text for a Facebook post, including any links which are pinned to all our Facebook accounts.
 (Required) The Facebook account to tag as a paid partnership
• Image size: at least 1080 x 1080 pixels. • Aspect ratio: 1.91:1 to 1:1.
• Images include no more than 20% text.

Instagram Story
 • (Required) 2 slides which are shared as stories and then pinned as a highlight to all of our profiles.
 • (Required) Instagram account handle to tag as a paid partnership and (if different) account to live tag in the post.
 • Image size 1080x1920 pixels • Aspect ratio: 9:16
 • Maximum two stories, or one 60 second video (please keep the video file size below 100MB where possible)

If you're creating the designs yourself, we strongly recommend using Canva. Canva provides an intuitive and user-friendly platform to create stunning designs for any purpose. Here is a video introduction to the platform.

If you have any other questions, please don't hesitate to reach out to one of the team.

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