

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 to over 20,000 followers!

Your created content goes out on Twitter and 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 Friday, so do keep this in mind when booking your preferred Friday date.

Thanet socials (Margate, Ramsgate, Broadstairs) - **£150 + VAT**

All socials (as above plus Whitstable & Deal) - **£180 + VAT**

Any single socials channel bar Thanet - **£100 + VAT**

We offer design assistance for your digital package at a flat rate of **£50 + VAT**

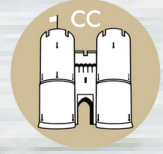
If you book a Printed Ad in any of our print publications, Digital Ads are **HALF PRICE** (excluding a single social channel booking)

- Please submit all your content twinkle@margatemercury.com, a minimum of 72hrs in advance of the agreed posting date - shares go live on Fridays so this is the Tuesday before.
- Failure to submit in advance may mean your content does not go live on time, but you will still be charged.
- Cancellations can be made no less than two weeks in advance of the agreed posting date.

To book contact jen@brightsidepublishing.com

[@margatemercury](#) • [@ramsgaterecorder](#) • [@broadstairsbeacon](#) • [@whitstablewhistler](#) • [@thedealdespatch](#) • [@folkestonefoghorn](#) • [@canterburycourier](#)

brightsidepublishing.com



DESIGN & COPY SPECIFICATION

Copy (250 Word Limit)

The voice of the advert will be that of Brightside Publishing;

NO

'We're opening our new wine bar this month'

YES

'Vintage Wine opens this Friday 9th April'

Be sure to add the social handles you would like to be tagged, along with any relevant website links. Your copy will be split into a Twitter Thread for the twitter posts and may be reduced for your Instagram Story.

Facebook & Twitter

- Clear, high res photos (maximum of 4) or a 60 second video (please keep the video file size below 100MB where possible)
- Recommended image size: at least 1080 x 1080 pixels.
- Image ratio: 1.91:1 to 1:1.
- Images no more than 20% text.

Instagram Story

- The dimensions for Instagram Stories are 1080 pixels wide by 1920 pixels tall (1080 x 1920, or 1080p resolution).
- Aspect ratio of 9:16
- Maximum three stories, or one 60 second video (Again, 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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