

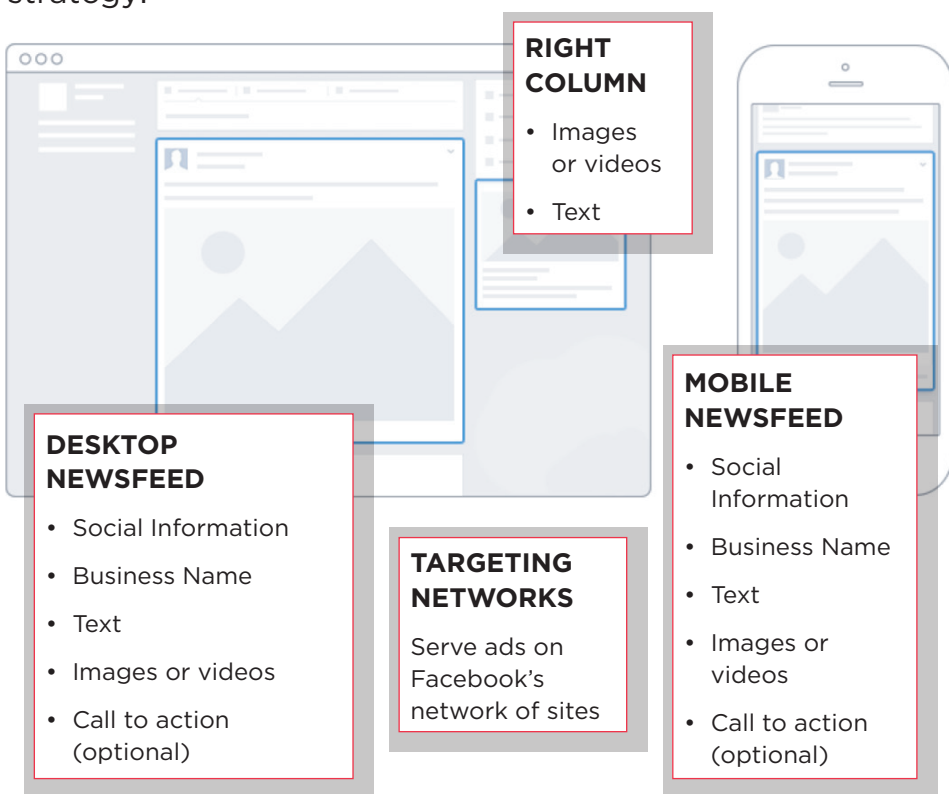


# SOCIAL MEDIA ADVERTISING

BE KNOWN ON FACEBOOK

## CONNECT WITH YOUR TARGET AUDIENCES ON FACEBOOK

Precisely target your message to 1.3 billion Facebook users\* you want to reach and increase brand affinity with Social Media Advertising by MassLive Media. Using Facebook's ad units, your message will reach users based on their behaviors, declared likes, demographics or location. Also build custom audiences from site traffic, email lists or a remarketing strategy.



### TARGETED DELIVERY

Pinpoint delivery of ads to your audience using their likes, geography, demographics and other behaviors.

### FRIENDLY INTERACTION

Show Facebook users what their friends like and comment on to encourage engagement.

### CAMPAIGN VARIABLES

Objectives include post engagement, page likes, site clicks and conversions, video views, event responses, app engagement and installs

### MANAGEABLE COST

Start your Facebook campaign for as low as \$500/month.

For more information contact your local Digital Media Strategist or email [masslivesales@masslive.com](mailto:masslivesales@masslive.com). Visit [www.masslivemedia.com](http://www.masslivemedia.com) to see all of our digital advertising solutions.

Note: Requires existing social media profiles. For our advertising partners interested in a social media profile page, ask your media strategist about Social Media Optimization.

\* [www.facebook.com](http://www.facebook.com) daily active users on average for September 2015