

friends follow





DRIVE NEW REVENUE AND ENGAGE READERS WITH SOCIAL MEDIA POWERED CONTENT BLOCKS & BANNER ADS








Extend Your Social Audience To Our Online Readers

- 1. Get your social posts the EXPOSURE they deserve!**
 - Facebook continues to filter out the organic reach of business posts. It is down to 6%.
 - Business posts can get lost in an individual's newsfeed. For every 16 posts from your friends, you may see 1 business post.
- 2. CONTROL your own MESSAGE!**
 - As you post updates, your messages will be changed automatically in your online ads!
- 3. It is INTERACTIVE!**
 - Like and Share right from the ad!
- 4. ENTICE those who have not yet liked your page!**
 - Share your message with those who have not yet liked your page yet!
 - Also great to reach people who are not on Facebook but are still the audience you want to reach!

Hashtag Streams

-  Google+
-  Instagram
-  Twitter
-  YouTube

Social streams

-  Facebook
-  Google +
-  Instagram
-  Twitter
-  YouTube

Who's on our site:

78% are 18-54 years old
68% are college educated
83% are homeowners
\$68,000 is the average income
Over 205,000 Southwestern
Pennsylvanian readers every month

REIMAGINE
main street
Observer-Reporter  the almanac
Digital Agency With **ink** In Our Veins

Please contact your sales rep for more information at 724.852.2602 | advertising@observer-reporter.com