

FACEBOOK POST ESSENTIALS

Please submit copy and text **one week in advance** of desired Facebook launch date. Advertisers will be provided with samples and requested to authorize the page and post before going live.

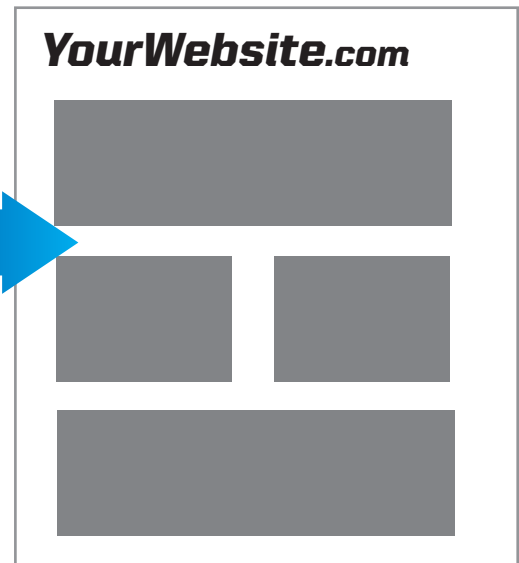
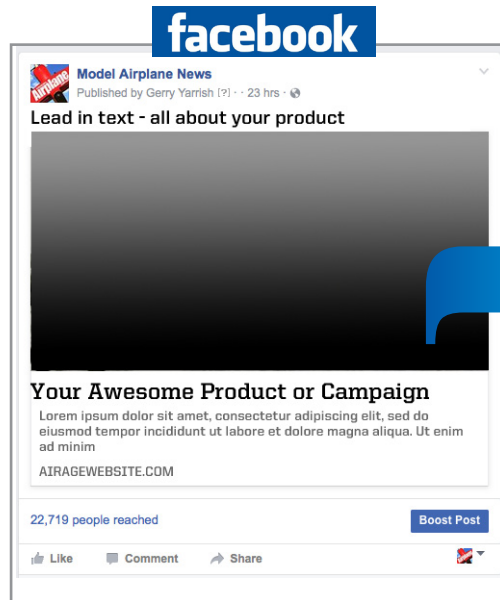
A standard Facebook post has two options

OPTION ONE Link to your website

Requires: Advertiser's URL

Product image: Minimum 475px wide, 72dpi; image can contain no more than 20% text; without text is preferable

AirAge team will produce copy and posting

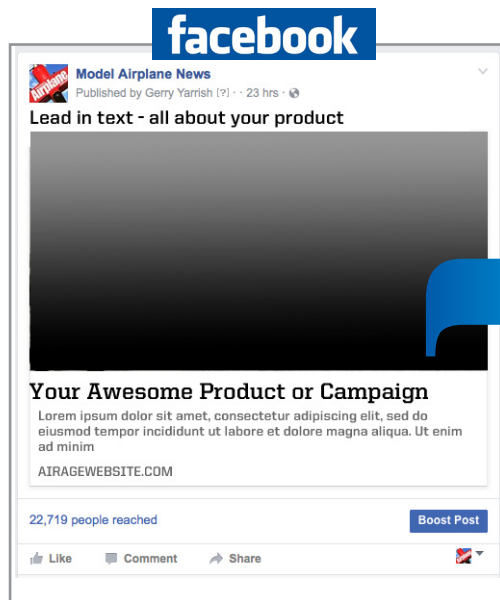


OPTION TWO Link to a post on an AirAge website

Requires: Advertiser-supplied text, approximately 300 words; up to three images; can include URL to link back to advertiser's site

Images: Minimum 700px wide; image can contain no more than 20% text; without text is preferable

AirAge team will copyedit, optimize images, and post the web page and Facebook post



Please send your materials to your advertising rep (your ROI advocate).