

THE CAP TIMES

SOCIAL MEDIA SPONSORED POST RATES

facebook sponsored content



Facebook	1-3x	4-8x*	9x+*
Post/Event Share	\$500	\$435	\$395
Facebook Live	\$750	\$695	\$625

* With commitments of 4 or more, a 1/8 page color display ad in "Taste of the Times" or ROP in the Cap Times print edition to correspond with the post.

Prices subject to change.



Instagram

- Contest \$500
Can include 1-4 images.
- Instagram Post \$500
Can include 1-5 images.
- Instagram Story Feature..... \$300
Includes 1-5 slides.
- Instagram Live.....\$500-\$700

Prices subject to change.

instagram sponsored content



CAP TIMES READERS ARE:

- 69%** more likely to spend between \$150-\$199 per week on groceries (Index of 169)
- 65%** more likely to dine out 4x in a month (Index of 165)
- 57%** more likely to use a bicycle as their mode of transportation (Index of 157)

Source: Scarborough Demographic Study, DMA, 2019 (Index of 100 is "average")