

OTTAWA LIFE MAGAZINE has a strong social media presence and a dedicated follower base. Partner with us and let us help you get your message, product or service out to people in Ottawa. By sponsoring our social media posts, you can guarantee additional exposure for your brand. There are a few ways to purchase social media advertising. Consider native advertising through targeted social media ads or content-linked posts on Facebook, Twitter or Instagram.

**Social Media Stats**

Based on March 2017 Stats

Facebook Followers: 3,712+



Twitter Followers: 13,700+



Instagram Followers: 2,420+



**Facebook**

SPONSORSHIP	DESCRIPTION	COST
<b>Sponsored Post – Individual without Image or Video</b>	This is an individual sponsored post that does not include any image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top post for certain time frame. <i>Call us to discuss what works best for you.</i>	Starting at \$90
<b>Sponsored Post – Individual with Image or Video</b>	This is an individual sponsored post that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top post for certain time frame. <i>Call us to discuss what works best for you.</i>	Starting at \$100
<b>Sponsored Posts – Multiple without Image or Video</b>	This is a set of sponsored posts that does not include any image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top post for certain time frame. Frequency of posts can be negotiated. <i>Call us to discuss what works best for you.</i>	Varies depending on number of posts. Call OLM for more info
<b>Sponsored Posts – Multiple with Image or Video</b>	This is a set of sponsored posts that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top post for certain time frame. Frequency of posts can be negotiated. <i>Call us to discuss what works best for you.</i>	Varies depending on number of posts. Call OLM for more info.

**SPECIFICATIONS**

- As part of the sponsorship, the advertiser must like and share/repost any posts sponsored by them that are posted by OLM.
- Any images provided by purchaser to be included in posts must be in must be created in gif, jpg or png format.
- OLM will post the ad on the following business day after receiving payment in full.

**PAYMENT**

Advertising rates and duration must be agreed upon before publication. Pre-payment must be received by PayPal, eTransfer or cheque before publishing.

Advertising prices do not include the cost of preparing an advertisement. Art-work costs and changes to graphic logo or advertisement are the responsibility of the advertiser.

Customer supplied artwork must adhere to any and all trademark or copyright laws.



@ottawalifers



ottawalifemag



Facebook.com/OttawaLifeMagazine

## TWITTER

SPONSORSHIP	DESCRIPTION	COST
<b>Sponsored Post</b> – Individual without Image	This is an individual sponsored post that does not include any image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top tweet for certain time frame. <i>Call us to discuss what works best for you.</i>	Starting at \$65
<b>Sponsored Post</b> – Individual with Image	This is an individual sponsored post that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top tweet for certain time frame. <i>Call us to discuss what works best for you.</i>	Starting at \$75
<b>Sponsored Posts</b> – Multiple without Image	This is a set of sponsored posts that does not include any image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top tweet for certain time frame. Frequency of posts can be negotiated. <i>Call us to discuss what works best for you.</i>	Varies depending on number of posts. Call OLM for more info.
<b>Sponsored Posts</b> – Multiple with Image	This is a set of sponsored posts that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times or pin as top tweet for certain time frame. Frequency of posts can be negotiated. <i>Call us to discuss what works best for you.</i>	Varies depending on number of posts. Call OLM for more info.

## INSTAGRAM

SPONSORSHIP	DESCRIPTION	COST
<b>Sponsored Post</b> – Individual with Image or Video	This is an individual sponsored post that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times. <i>Call us to discuss what works best for you.</i>	Starting at \$50
<b>Sponsored Post</b> – Multiple with Image or Video	This is a set of sponsored posts that includes an image or video. This post can include any desired links, tags or hashtags. This sponsorship is not necessarily linked to any OLM website or print content. Additional cost incurred if specified to post during peak times. Frequency of posts can be negotiated. <i>Call us to discuss what works best for you.</i>	Varies depending on number of posts. Call for more info.

## ALL PLATFORMS

SPONSORSHIP	DESCRIPTION	COST
<b>Sponsored Series</b> – Content Based	Sponsor a content series with Ottawa Life for repeated and targeted exposure to potential customers. Through this sponsorship, the name of the series can include your brand name and all articles in that series will include the name and/or the logo of your company. All social media posts related to this content series will include the name of the company and any desired links, tags or hashtags specified by purchaser. This sponsorship can include image or video created by Ottawa Life. Additional cost incurred if specified to post during peak times or pin as top post for certain time frame. Frequency of posts will depend on timing of content. <i>Call us to discuss what works best for you.</i>	Starting at \$1500

