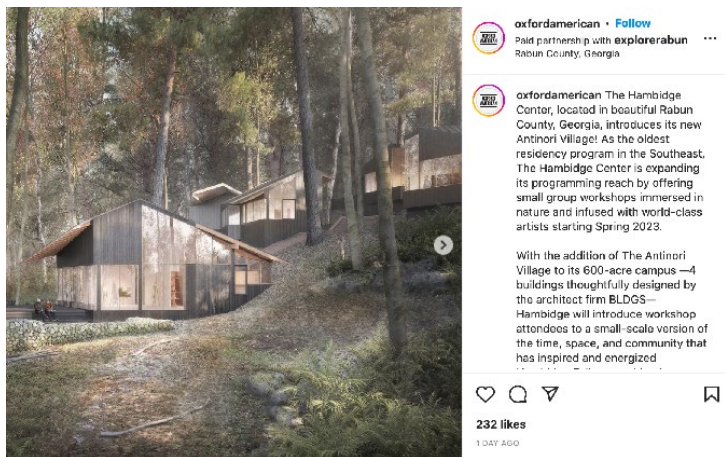


SOCIAL MEDIA POSTS

Advertisers have the opportunity to share their promotional messages with the OA's passionate and highly-engaged Social Followers via Custom Posts.




The content appearing in the Social Post must be consistent with the style and editorial themes of the Oxford American.



**OXFORD AMERICAN
SOCIAL FOLLOWERS:**

86K+

(Includes Facebook,
X/Twitter, and Instagram)

COST PER POST: \$1,000

Note: All Social Posts must be approved by the OA's Engagement Editor prior to going live. Social posts will be noted as paid partnerships via Facebook and Instagram's Paid Partnership label and "#ad" at the end of Tweets (please include this in your caption or ensure character count allows for this).

SOCIAL MEDIA SPECS:

Instagram: 1080 x 1080

is optimal (looks best in profile grid), but IG will support landscape images up to 1080 x 566 and portrait images up to 1080 x 1350. Can post up to 10 slides in a carousel.

Facebook: Single images can be any size. 1200 x 630 or 1080 x 1080 is recommended. For 2 or 4+ images, 1080 x 1080 is recommended to avoid cropping. Can support any number of images.

X/Twitter: Single images can be any size. 16:9 or 1:1 is recommended.
2 images: will appear side by side, both with an aspect ratio of 7:8.
3 images: one will appear larger (in 7:8 ratio) and the other two in 4:7 ratios.
4 images: will be arranged in a 2x2 grid. Each image will have a 2:1 aspect ratio.

X/Twitter supports up to 4 images.

MATERIALS DEADLINE: At least two [2] weeks before the scheduled run date

CONTACT THE OA TODAY! 501-374-0000 | advertising@oxfordamerican.org