

MovieMaker magazine

SOCIAL MEDIA ADVERTISING

As social media settles into the dominant means by which readers receive information, clever cross-platform promotional campaigns offer bigger and bigger pay-offs. **But don't you hate it when your favorite feeds fill up with incongruous, cheesy, overly promotional content?**

That's where we step in. On *MovieMaker's* social media platforms, it's easier than ever to reach our 176,000 follower-strong community effectively, with the help of our savvy, resourceful social media editors. They're your in-house ad agency, ready to help tell your stories. **Your message, *MovieMaker's* voice.**

Purchase a bundle of posts, to be published on your choice of *MovieMaker's* popular social media platforms (Facebook, Twitter and Instagram), at a date range of your choosing. You supply us with the message you wish to convey in each post—whether it's the tech specs of your newest camera release, or the submission dates of your festival's next edition—in our fact sheet. We'll take these elements and craft a unique post in classic *MovieMaker* style and tone: attention-grabbing, informative and perfectly suited to our readers' interests. It's a win-win.

CHOOSE FROM THREE EVER-GROWING PLATFORMS:

Facebook (MovieMaker Magazine, <https://www.facebook.com/MovieMakerMag>): Facebook allows for the most information-heavy content—a typical post has 40-60 words, a *hyperlink* and an *image*, as well as the ability to *tag* other Facebook pages and *hashtag*. An actively commenting community of **87,000 followers** keeps *MovieMaker's* Facebook page busy and engaging.

Twitter (@moviemakermag, <https://twitter.com/moviemakermag>): With only 140 characters per tweet, Twitter is best for concise, text-only posts with up to one *hyperlink* or *image*, and a limited amount of tags and hashtags. *MovieMaker's* **79,000 Twitter followers** are quick to retweet and favorite a post.

Instagram (@moviemakermag, <https://instagram.com/moviemakermag>): With **10,000 followers**, *MovieMaker's* Instagram showcases behind-the-scenes pictures from independent films and festivals. It's a great opportunity to demonstrate your product or event in action. An eye-catching *image* is essential in each post, as well as relevant *hashtags* and Instagram *tags*.

SOCIAL MEDIA BUNDLE RATES

TWO Posts on the Platforms of Your Choice, Over the Course of **TWO Months: \$2,000**

FOUR Posts on the Platforms of Your Choice, Over the Course of **FOUR Months: \$4,000**

SIX Posts on the Platforms of Your Choice, Over the Course of **SIX Months: \$6,000**

INSTRUCTIONS FOR SUBMITTING INFORMATION

Please send the following Social Media Post Fact Sheet to webads@moviemaker.com for each post:

Company Name:
Product Information:
Required Hashtags:
Required Tags:
Hyperlink URL:
Image (Please attach JPEG):
Offer (Including Any Important Dates):
Additional Ideas / Angles / Concepts:
Requested Platform:

Requested Dates to Post (Please select a week. During your chosen week, editors will optimize the day and time of your post for maximum impact):

Notify your ad executive about the desired dates of your posts. *MovieMaker* guarantees that posts will go live within the week of your choosing, optimized around regular posting. For most effective reach, please refrain from scheduling more than one post per platform in a given week.

Posts that are unused by the end of the time period purchased will expire and *not* be carried over to a new time period.

MovieMaker editors retain the right to edit or reject any suggested copy that falls outside the scope of *MovieMaker's* standard editorial, including content that is overly promotional, subjective or inaccurate.