

LAGNIAPPE DAILY

DIGITAL ADVERTISING OFFERINGS

Social Media

Reach Lagniappe's social media followers (more than 55K, one of the highest in the market) and their friends with a Managed Partnership Ad. And all of the work is done for you.



Facebook
46K+ followers



Instagram
9K+ followers

Specs: Most existing print ads will reformat correctly.
For digital only, please send: 1:1 ratio: 1080 pixels x 1080 pixels.

Standard
9.1-26.6K
\$125

Moderate
11.2K-32.9K
\$150

Aggressive
13.3K-38.5K
\$200

- Collaboratively market on Meta's ad distribution platform.
- Ad appearance on customer's feeds/reels/stories. Single image, video and carousel ads.
- Direct performance tracking.

ADVERTISING ON LAGNIAPPEMOBILE.COM

1170 x 260 PX - \$200/WEEK

**300 X
600 PX
- \$150/
WEEK**

**300 X
300 PX
- \$125/
WEEK**

LAGNIAPPEMOBILE.COM WEB ADS

Advertise your business on Mobile's most dynamic news website! With constant breaking news updates, Lagniappe readers are driven back to the site multiple times per day. And while they may come for news, they stay for a robust calendar of events, comments section



LAGNIA-POD PODCAST

Advertise your :30 second spot (provided by client) on Lagniappe's award-winning podcast, Lagnia-POD. Lagniappe's publishers and reporters discuss the hottest local topics, while sports editor Tommy Hicks gives the rundown on what's happening in area sports.

\$50 PER SPOT

ADVERTISING ON EMAIL BLASTS



SUNDAY BRUNCH - EMAIL BLAST

Every Sunday morning, Co-publisher Rob Holbert offers his take on various news events shaping our community while also recapping the stories readers may have missed on lagniappemobile.com. Rob's goal is to give readers that Sunday morning reading experience they once had from their daily newspaper. This newsletter is sent out to more than 37,000 subscribers each week and has quickly become one of the hottest reads in town.



ON DECK - EMAIL BLAST

Since joining Lagniappe in late 2020, Tommy Hicks has quickly made Lagniappe's sports coverage the strongest in Mobile and Baldwin Counties. Every Friday, his On Deck newsletter goes out to more than 46,000 subscribers to inform them about not only what's new in the world of sports, but also what they should be looking for during the coming weekend.

ADVERTISE ON ALL THREE EMAIL BLASTS FOR \$500/WEEK.
SPECS: 1250 X 375 PX



HOT OFF THE PRESS - EMAIL BLAST

Each Wednesday, Hot Off the Press is sent out to more than 47,000 Lagniappe newsletter subscribers to inform them of the latest stories hitting the streets and the web in this week's edition of the paper. It's a quick compendium designed to pique readers' interests and to let them know what's on tap at lagniappemobile.com

LAGNIAPPE DAILY

DIGITAL ADVERTISING CONTRACT

Advertiser: _____

Billing Address: _____

Phone: _____

Website or social media page to link ads: _____

Digital offerings:

SOCIAL MEDIA

Standard Moderate Aggressive

Rate per week _____

WWW.LAGNIAPPEMOBILE.COM

1170 x 260 300 x 600 300x 300

Rate per week _____

LAGNIA-POD

Number of spots per podcast _____

Rate per spot _____ Total Price _____

EMAIL BLASTS

Number of Positions _____ Number of Weeks _____

Total Price _____

CREDIT CARD BILLING

Circle one: VISA MC AMEX DISCOVER

Card Number: _____

Name as appears on credit card _____

Security code: _____ Exp. Date: _____

Billing zip code: _____

2024

October 2, 9, 16, 23, 30

November 6, 13, 20, 27

December 4, 11, 18, 25

2025

January: 1, 8, 15, 22, 29

February: 5, 12, 19, 26

March: 5, 12, 19, 26

April: 2, 9, 16, 23, 30

May: 7, 14, 21, 28

June: 4, 11, 18, 25

July: 2, 9, 16, 23, 30

August: 6, 13, 20, 27

September: 3, 10, 17, 24

October: 1, 8, 15, 22, 29

November: 5, 12, 19, 26

December: 3, 10, 17, 24, 31

Client Signature: _____

Print Name: _____

Sales Representative: _____

Date: _____