



## VISIT PERDIDO KEY FACEBOOK POST AUCTION GUIDELINES

This year, we will be offering a new advertising opportunity for all of our Chamber partners.

Our Visit Perdido Key Facebook page has more than 100K Likes and reaches on average 20,000 people per post (organically). In conjunction with our new expanded Guide, we are looking to incorporate more living, working and playing posts within the Visit Perdido Key Facebook page, thus reaching a broader audience. It might interest you to know that our top feeder markets on Facebook are actually local cities within driving distance.

We will be offering 1 post per week for the next 3 months (April-June) to any member who would like to be featured. It will be open bidding, with a starting minimum bid of \$100. Each member will have an opportunity to bid on any week they would like. A single member can only win 25% of the inventory, however.

The bidding will be open for 1 week, starting Monday, March 27 at 9 am and closing Friday, March 31 at 6 pm. If need be, we will reopen the bidding at a later date.

Please take a moment to view our [Visit Perdido Key Facebook page](#) to get a better understanding of our branding.

**Once a member wins and purchases a post, they will submit 3 options for photos and copy. The Chamber will work with each winner prior to their chosen week to create an exemplary post. Length of post, type of photograph, and chosen written copy will require approval of both the winner and Chamber. The winner may only post within the week that was purchased. If copy is submitted late or not approved by deadline (which will be decided with winners at point of purchase), the post will not run. Online payment will be required immediately in order to win.**