

BERKSCOUNTY
Living
The Region's Premier Lifestyle Magazine

media kit

2022





Read it. Love it. *Live it.*

This high-end monthly publication is compelling and attractive in design, as well as thought-provoking and entertaining in concept. *Berks County Living* was created to be the signature publication for Berks County, and to provide advertisers the opportunity to reach the hottest demographic groups in the area through a truly upscale, full-color format. We are a niche magazine that reaches Berks' high-end consumers and big-business spenders. *Berks County Living* readers have the income to support luxury items, finer homes and interiors, regular dining out and active lifestyles. Engaging editorial paired with high-quality production and a generous use of color makes this lifestyle magazine your link to the most affluent, distinct members of Berks County.

It is our pleasure to open the door to Berks County.

Together we can make *Berks County Living* the tool you've been looking for to increase your business's profitability.



Readership
35,000+



Frequency
12 issues per year



Core Readers Age
35-65



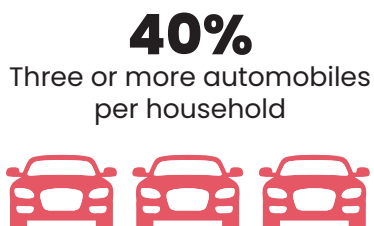
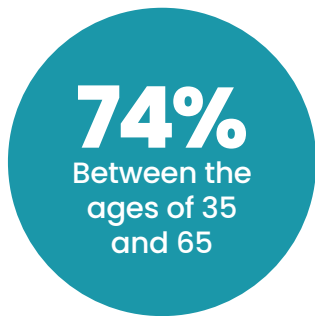
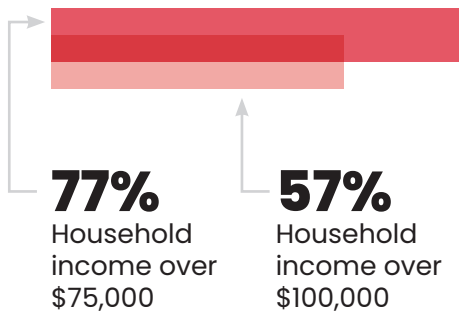
Household Incomes
\$75,000+



Homeowners
97%

→ **Berks County Living** reaches the county's intelligent, upscale and savvy citizens with engaging editorial content, compelling photography, and an unparalleled look and feel. Our readership includes longtime Berks business leaders, the decision makers of the day, and the up-and-coming entrepreneurs of tomorrow. As the only true upscale lifestyle magazine in its market, *Berks County Living* is poised to drive its quality readership directly to your doorstep.

READERSHIP



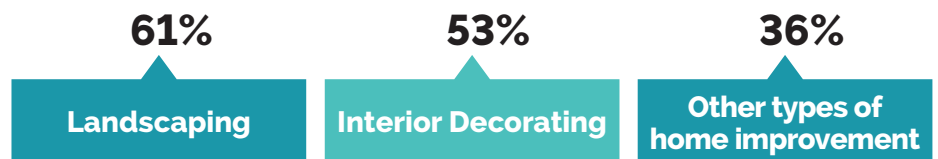
SPENDING TIME



OUT AND ABOUT

- 62%** Rated **reading** as a favorite activity
- 38%** Rated **shopping** as a favorite activity
- 49%** **Dine out** at least 6 times per month
- 55%** Spend time **gardening**
- 41%** Enjoy **fitness & exercise** & rated **golf** and/or **tennis** as a favorite activity
- 67%** Have at least occasional involvement in **political organizations, volunteer programs, and/or cultural activities**
- 96%** Spend at least a few minutes a day **browsing the Internet**

AT HOME



Source: IDP Survey of Berks County Living magazine subscribers

partnership & presence

DISTRIBUTED TO

- Paid subscribers
- Every member of the Greater Reading Chamber Alliance, the Northeast Berks Chamber of Commerce, and the GoggleWorks Center for the Arts
- Sold at local newsstand locations
- Professional offices, visitor's bureau, waiting rooms, high-end salons, hotels, apartment complexes, realty offices, large business recruitment tools, and many more...
- Berks County library system
- Major regional, local and community events

POWERFUL COMMUNITY PRESENCE

Berks County Living has exclusive relationships, high-visibility presence and bonus distribution at the following events:

- Kutztown Festival
- Southeast Pennsylvania Home & Garden Show
- West Reading's Art On The Avenue & Fall Fest
- Centre Park Historic District events
- Berks Encore Senior Expo
- Guts & Glory Expo
- Taste of Kutztown

SUBSCRIPTION RELATIONSHIPS

Berks County Living has a relationship with the following organizations offering half-price subscriptions to their members:

- Berks Arts
- Greater Reading Young Professionals

ADDITIONAL COMMUNITY RELATIONSHIPS

- Berks Encore
- Centre Park Historic District
- GoggleWorks Center for the Arts
- Keller Williams Platinum Realty
- Kutztown University Performing Artists Series
- Pennsylvania's Americana Region
- Penn State St. Joseph Downtown Campus
- Reading Health System - Medical Staff Recruitment
- Reading Symphony Orchestra
- Women2Women
- World Affairs Council

WHERE TO BUY

The largest quantity of issues can be found each month at **BARNES & NOBLE** as well as:

- Cloud Nine Café
- Dosie Dough
- Giant
- Hoffman's Coffee & Deli
- Junk to Jazz
- Mr. Food of Kutztown
- Redner's Markets
- Riverview Gardens & Gifts
- Target
- Weis Markets

POWERFUL PARTNERSHIPS

Only *Berks County Living* reaches the area's most distinguished "movers and shakers" through exclusive partnerships with...



GREATER READING CHAMBER ALLIANCE



PLUS it reaches thousands through individual subscriptions, newsstand sales, local hotels and bonus placement at doctors' offices, upscale hair salons, and more.

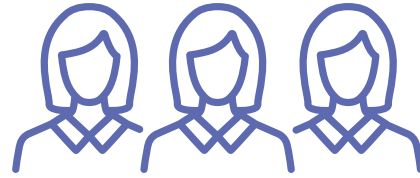
the impact of magazine brands

MAGAZINES ARE BOOMING




88%

of adults have read at least **one magazine** in the last **6 months**



52%

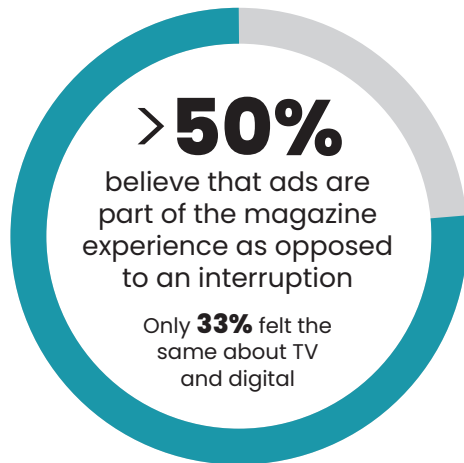
of women read or browsed magazines for entertainment during the pandemic

Print and digital editions of magazines saw a **3%** increase YOY in total brand audience while video and desktop stayed stagnant 

41%

say magazines are more important to them now vs pre-pandemic

MAGAZINES BREED CONSUMER LOYALTY AND TRUST



MAGAZINE BRAND AUDIENCES ARE HIGH-SPENDING CONSUMERS

The top 3 answers for magazine useability from readers:

- 1** learn about new products
- 2** inspires me to buy things
- 3** Gets me to try new things



34%

More engagement with heavy magazine readers in brand conversions than the average person



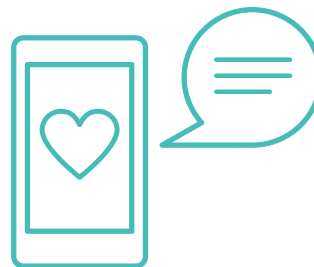
Magazine brand ads have a **65%** higher brand lift result than digital

Engagement with both a magazine and its website increases ad efficacy among women, averaging at higher ad awareness **26%**



MAGAZINE BRANDS ARE SPREADING THEIR DIGITAL WINGS

Magazine publishers' brand reach kept pace with that of the **top tech sites** and even outperformed when it came to reaching women 18+



40%

of people polled said they appreciate **magazines on social media** more since the pandemic

Sources: The Association of Magazine Media, MPA Factbook 2021; MRI Simmons, Starch Advertising Research, Dynata ADimension

JANUARY WEDDINGS



Features:

- Wedding Profiles: Celebrate the Nuptials of 3 Berks Couples
- Reception Chart

The Look: Battle of the Wedding Trends

Living In Style: Bedroom Design & Rules for the Best Rest

Special Ad Section:

Insurance Agencies; Bridal

FEBRUARY THE LOVE ISSUE



Features:

- Berks County is for Lovers
- Kids Say the Darndest Things (about Love)

The Look: Think Pink

Living In Style: Paint! How it Can Create a Total Transformation

Special Ad Section:

Women in Business; Valentine's Day Gift Guide

MARCH HEALTH & FITNESS



Features:

- What are Spoonies? Meet them in Berks and Find Out
- The Reawakening of Roller-Skating

The Look: Sneakers!

Living In Style: A Zen-Like Home Gym

Special Ad Section:

Home & Garden; Fitness Spots

APRIL THE GIVING ISSUE

Features:

- Berks Kids that Give Back
- Businesses that Practice Compassion

The Look: Sustainable Fashion

Living In Style: Creative Storage Solutions

Special Ad Section:

Non-Profit Organizations; People's Choice; Newcomer's Guide to Berks

MAY FAMILY



Features:

- The Kid's Guide to Berks from A to Z
- Our Annual Summer Camp Guide

The Look: Summer-Proof Makeup Options

Living In Style: An Attention-Getting Patio Space

Special Ad Section:

Realtors; Mother's Day Gift Guide

JUNE THE HOT LIST



Features:

- Hot Jobs
- 10 Places to Splash this Summer

The Look: Whiskey & Watches

Living In Style: Reading's Renovated Fireman's Museum

Special Ad Section:

Men in Business; Breweries, Wineries & Distilleries; Farmers Market Vendors

JULY SUMMER ISSUE

Features:

- 9th Annual Pet Photo Contest
- Stick It! Kebabs for all to Enjoy

The Look: A Gift Guide for Pets

Living In Style: A Beachy Berks Find

Special Ad Section:

Select Dentists; FACES of Berks; Outdoor Dining; Ice Cream Spots

AUGUST EDUCATION & THE ARTS

Features:

- Colleges: Standout Staff Doing Extraordinary Things
- Meet the Makers

The Look: Make-Your-Own Fashion

Living In Style: A Berks Backyard in Bloom

Special Ad Section:

Young Professionals; Early Learning Centers; Beauty Artists

SEPTEMBER BUSINESS & FINANCE



Features:

- Pandemic-Proof: Businesses that Opened During COVID-19
- The Business of Recovering from Loss
- How to Reduce Financial Stress

The Look: Money-Handlers: Purses, Wallets, Clips & More

Living In Style: A Sleek Business Space

Special Ad Section: Family Businesses; Financial Matters; Fall Home

OCTOBER SENIOR LIVING



Features:

- Seniors At Work: Refusing to Retire
- Crystal Cave: Halloween Comes Alive Underground

The Look: Hats & Caps

Living In Style: Enhancing your Entryway

Special Ad Section:

Salons & Spas; Medical, Dental & Wellness Professionals

NOVEMBER GIFT GUIDE



Features:

- Our Annual Holiday Gift Guide

The Look: Loungewear to Love

Living In Style: Inside Cedar Hill Farms, Bern Township

Special Ad Section:

Little Black Book of Restaurants; Non-Profit Organizations; Small Business Saturday

DECEMBER BEST OF BERKS

Features:

- Profiles of Best of Berks Winners

The Look: Silver & Gold

Living In Style: A Fabulous Holiday Home

Special Ad Section:

Guide to Beauty & Wellness; Accountants; Shop Local

**subject to change*

IN EVERY ISSUE: *Around Town, In the Limelight, B Scene, This Month, Five Things, Dining Out & Dining Guide*

2022 bonus rates

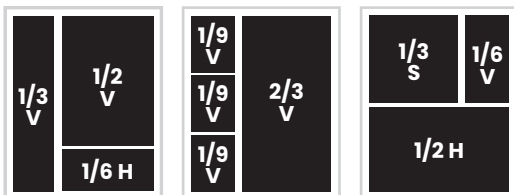
SIZE	1-4 ISSUES	4-8 ISSUES	8-12 ISSUES
Full Page	\$2,200 per issue	\$2,000 per issue	\$1,850 per issue
2/3	\$1,800 per issue	\$1,700 per issue	\$1,600 per issue
1/2	\$1,450 per issue	\$1,350 per issue	\$1,250 per issue
1/3	\$1,050 per issue	\$950 per issue	\$850 per issue
1/6	\$725 per issue	\$625 per issue	\$525 per issue
1/9	\$425 per issue	\$375 per issue	\$325 per issue

* Premium positions inquire for rates and availability. All rates shown are 4-color. Black & White rates available upon request. Net rates quoted are per insertion. No other discounts will apply. Price includes Chamber discount. Price includes agency discount, if applicable. All advertising is billed per issue at the time of publication. Payment is due upon receipt of invoice.

ADVERTISING SPECS

2-Page Spread	17.5 X 10
2-Page Spread w/bleed	18.5 X 11.375
Full Page	8 X 10
Full Page w/bleed	9.5 X 11.375
2/3 Vertical	4.875 X 10
2/3 Vertical w/bleed	5.75 X 11.375
1/2 Horizontal	7.625 X 4.875
1/2 Vertical	4.875 X 7.5
1/3 Vertical	2.5 X 10
1/3 Square	4.875 X 4.875
1/6 Vertical	2.5 X 4.875
1/6 Horizontal	4.875 X 2.5
1/9 Vertical	2.5 X 3.125

Specs noted width x height



ADVERTISING DEADLINES

Issue	Deadline	Issue	Deadline
January	11.12.21	July	5.13.22
February	12.10.21	August	6.10.22
March	1.14.22	September	7.15.22
April	2.11.22	October	8.12.22
May	3.11.22	November	9.16.22
June	4.15.22	December	10.14.22

Go East or West

Add *Lehigh Valley Style* and *Susquehanna Style* magazines to your advertising purchase and extend your coverage!

MECHANICAL SPECIFICATIONS

Our staff utilizes Adobe Creative Suite 6. Any of the following layout files are acceptable: Adobe In-Design (*.indd), Photoshop (*.psd, *.tif, *.jpg, *.eps), Illustrator (*.ai, *.eps, *.pdf) and Acrobat (*.pdf). We can also accept non-working files of *.tif, *.jpg, *.eps and *.pdf format. Note that changes cannot be made to these files once received. Non-working files must have all text converted to outlines or all fonts embedded, and all images embedded, in addition to following all other specifications.

Magazine Trim size: 9 x 10.875

Bleed Dimensions: 9.5 x 11.375

All live matter must be 0.25" from trim

Rich Black CMYK Make-Up: C:75 M:63 Y:63 K:100

online presence



We use the impressive power of our print and social media platforms to drive readers to berkscountyliving.com every day! Monthly web exclusive articles, blogs from the staff, *B Scene* photos, an up-to-the-minute local events calendar, exclusive contests and incentives. Find all of this and more at berkscountyliving.com! Capture their attention online with your web ad and connect with them through a direct link to your website.

MONTHLY WEB AD RATES

SPONSOR WEB PAGES \$200

INCLUDES: 300 x 250 Medium Rectangle Ad on corresponding page (first position ad on right)

PLUS: 300 x 600 Half-Page Ad

Available on the following Web pages: Features, Food, Style, Homes, People, B Scene, Around Town, Weddings

RUN OF SITE ADS

Medium Rectangle \$150

300 x 250 px
300 x 100 px*

Leaderboard \$125

970 x 90 px
728 x 90 px*
320 x 50 px*

*adjusted mobile device size

EXTEND YOUR ONLINE REACH WITH THE **BCL INSIDER E-NEWS**

Our monthly e-newsletter targets more than 3,000 dedicated and engaged readers with a snapshot of each issue's feature content, upcoming giveaways, events, and web exclusive content.

BANNER AD \$150 (554 x 95 pixels)

Includes click-through to a web address of your choice.



professional profiles

➔ **Share your story!** Tell our readers – your potential clients – what your business specializes in, where you've been, what's on the horizon – it's all up to you! Simply submit your networking bio along with a high-resolution digital image and we'll take it from there. Need a new professional portrait? We can recommend a photographer to help you. Need some help sprucing up the text? We can help there, too!

Special Advertising Profile Section offered each month:

- January** Insurance Agencies
- February** Women in Business
- March** Home & Garden
- April** People's Choice 2022
- May** Realtors
- June** Men in Business
- July** FACES of Berks; Select Dentists
- August** Young Professionals
- September** Family Businesses
- October** Medical, Dental & Wellness Professionals
- November** Car Dealers
- December** Accountants

ALL PROFILES INCLUDE:

Photo, Business Name, Logo, Address, Phone Number, Website
(See 100 and 200 word samples below)



1/4 page profile \$550 up to 100 words




1/2 page profile \$900 up to 200 words




Full page profile \$1600 up to 300 words

1/4 PAGE



1/2 PAGE

FULL PAGE



FULL PAGE

professional spotlights

➔ **Spread the word!** Give our community-minded readers a preview of what you and your business have to offer by advertising in *Berks County Living*, the region's premier lifestyle magazine. Our special advertising section is the perfect opportunity to share information about your business with local businesses and residents – and maybe even give them a reason to do business with you. Simply submit your 60 words of copy and your contact information along with a high-resolution digital image and we'll take it from there.

Special Advertising Profile Section offered each month:

- January** Bridal
- February** Valentine's Day Gift Guide
- March** Fitness Spots
- April** Non-Profit Organizations
- May** Mother's Day
- June** Breweries, Wineries & Distilleries; Farmers Market Vendors
- July** Outdoor Dining; Ice Cream Spots
- August** Early Learning Centers; Beauty Artists
- September** Financial Matters; Fall Home
- October** Salons & Spas
- November** Non-Profit Organizations; Small Business Saturday
- December** Shop Local

SPECIAL ADVERTISING SECTION

Kula Kamala Foundation & Yoga Ashram
17121 Old Route 208
464.509.8073 | kulakamalafoundation.org

Community connection and communication are necessary for a healthy yoga life. At Kula Kamala Foundation & Yoga Ashram, we support our community by offering yoga classes, professional training and retreats in our yoga studio, professional meditation and holistic practices. Our mission is to support each other through yoga and embrace these beautiful through paths.

Supporting Berks Residents' Needs

Are you a professional in our community and the neighbors that help support these professional families are interested in the best of Berks and its residents? Meet and be featured in just a handful of hours and these profiles will give you the insight you need for yourself! Here.

YMCA of Reading and Berks County
822 Washington St. | Reading
610.376.0000 | ymca-berkscountypa.org

CALL THE Y PEOPLE WHENEVER YOU GO. Our Y has more than a million uses for you. We are the YMCA of Reading and Berks County, a non-profit organization that has been serving the community since 1877. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

Jesuit Center for Spiritual Growth
501 St. Charles St. | Wrentham
508.872.8051 | jesuitcenter.org

The Jesuit Center for Spiritual Growth is a vibrant community of spiritual seekers and practitioners. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

Yocum Institute for Arts Education
1000 West Main Street
610.376.1376 | yocumarts.org

Yocum Institute for Arts Education is a non-profit organization that has been serving the community since 1977. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

Friend, Inc.
1000 West Main Street
610.376.1376 | friendinc.org

Friend, Inc. is a non-profit organization that has been serving the community since 1977. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

SPECIAL ADVERTISING SECTION

Tracey's Flowers
207 St. Martin St., Pottsville
610.844.0101 | traceysflowers.com

All Tracey's flowers are hand-picked and delivered fresh to your doorstep. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

Farmhouse Flowers
1000 West Main Street
610.376.1376 | farmhouseflowers.com

Farmhouse Flowers is a non-profit organization that has been serving the community since 1977. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

The Nosegay Florist
1000 West Main Street
610.376.1376 | thenosegay.com

The Nosegay Florist is a non-profit organization that has been serving the community since 1977. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

Steins Flowers
1000 West Main Street
610.376.1376 | steinsflowers.com

Steins Flowers is a non-profit organization that has been serving the community since 1977. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

ALL PROFILES INCLUDE:

- Photo
- Business Name
- Address
- Phone Number
- Website

1/6 page profile \$299
up to 60 words

SPECIAL ADVERTISING SECTION

BREW CREW

Love a good IPA. Please or just craft beer in general? If so, we've got you covered. Our Brew Crew is the perfect place for you! Local breweries are creating unique and delicious creations across the county. Meet a few of them and learn more right here.

Broken Chair Brewery
1000 West Main Street
610.376.1376 | brokenchairbrewery.com

Broken Chair Brewery is a non-profit organization that has been serving the community since 1977. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

Saucy Creek Brewing Company
1000 West Main Street
610.376.1376 | saucycreekbrewing.com

Saucy Creek Brewing Company is a non-profit organization that has been serving the community since 1977. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

CHATTY MONKS

Chatty Monks Brewing Co. is an exciting collaboration of craft beer and food. We offer a variety of programs and services for all ages and abilities. From youth sports and fitness to senior center and professional membership.

special supplements

➔ **Stand out from the rest!** Share your story with our loyal readers and show them why YOU belong on their to-do list for must-try dining, beauty and shopping tips, a newcomer's guide and more. Our special supplements provide great opportunities to share information about your business offerings. Our readers trust us for all things Berks County. Let us help them to trust you too and give them a reason to do business with you. Simply submit your words of copy, your contact information along with three high-resolution digital images, and we'll take it from there.

Special Supplements offered:

April Newcomer's Guide

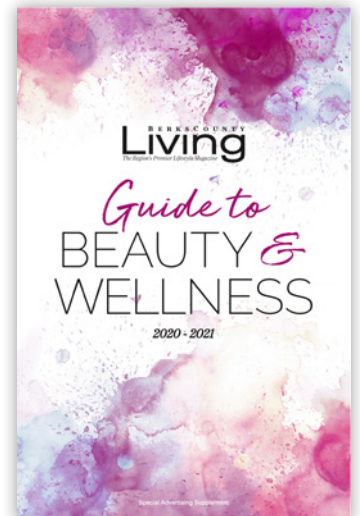
November Little Black Book of Restaurants

December Guide to Beauty & Wellness

Removable insert within up to 10,000 copies of *Berks County Living*.

PLUS:

Additional copies for distribution at your location.



ALL PROFILES INCLUDE:

- Collage of up to 3 high-resolution digital images (provided by you). *Don't have photos to supply? No worries. We can recommend a photographer to help.*
- Business address, phone number & website.
- Up to 300 words of copy highlighting your business, including what you are known for, details about your history, etc...

PLUS: Social media posts to plug YOUR BUSINESS including at least one dedicated post on the *BCL* Facebook page (12,000+ likes!) about YOUR business only.

Full Page \$750

up to 150 words

2-page Spread \$1,350

up to 300 words

Inside Front Cover \$1,250

Inside Back Cover \$1,250

Back Cover \$1,250

faces of berks

➔ **Put a face to your name.** FACES is a highly stylized section designed to feature the "FACE" of your organization or business. Give Berks County a face-to-face introduction to your business in the July issue of *Berks County Living*. Your individual or team portrait will be taken by one of our skilled photographers at your location and will appear in a dynamic special section of the magazine featuring black-and-white editorial-style profiles of the movers and shakers in the county. Categories are exclusive, so be sure to reserve now to ensure YOU ARE THE FACE EVERYONE IS TALKING ABOUT.

FULL PAGE



TWO-PAGE SPREAD



ALL FACES PROFILES INCLUDE:

30-minute professional photo shoot with a *Berks County Living* photographer (including photo rights to the one published photo) and up to 200 words of professionally-written copy describing you and your business based on information you provide to our writing team.



Full page profile \$2,495 up to 150 words

2-page spread profile \$3,995 up to 200 words

[**SECURE YOUR SPACE BY MAY 14TH**]

YOU WILL ALSO RECEIVE:

One "As Seen in *Berks County Living*" laminated display copy of your profile (with easel back).

The photo rights to the one photo that appears in the July issue of *Berks County Living*.

Ten copies of the July issue of *Berks County Living*.

One day of online exposure via the official *Berks County Living* Facebook page (over 12,000+ likes!).

targeted email solutions

FIND. GET. KEEP CUSTOMERS.

Place your message in the inbox of thousands of potential new customers that directly mirror your best prospects. Customize your audience by zip code, county, state, age, gender, income, personal interests, and almost limitless characteristics!

CRAFT THE RIGHT MESSAGE

Being able to precisely target your customers allows you to strategically craft your message to engage the recipient. Design your own email and we'll deliver it—or work with our creative team to customize and launch your email campaign.

REACH & RE-TARGET

- Hyper-target your audience where they are engaging the most
- Connect with an audience that has expressed brand interest
- See improved ROI

BETTER RESULTS

- Higher guaranteed click-through
- Additional traffic to your website
- Increased conversion rates
- Improved analytics

SAMPLE EMAIL



Welcome to Tuscany!
Enjoy a free appetizer with any entrée. [Click for details.](#)

At Tuscany Grill, we believe Italian food should be inspired by authenticity - but defined by innovation. Enjoy handcrafted pizzas made in our wood-fired oven, seven varieties of pasta made fresh daily, and sauces simmered for hours, made from authentic ingredients with a creative twist. [See our full menu here.](#)



Thursday Night Wine Dinners

Thursdays are special at Tuscany Grill! Reserve your seat at the Vintner's Table for a special wine and food pairing every Thursday from 7-9. Learn about the wonderful world of wine from local experts - paired with amazing food from our award-winning chef, Paolo Franco. \$75 per person, seating is limited. [Click to reserve now.](#)

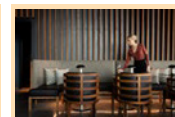
[Click Here For More Information](#)



Take a virtual tour of Tuscany Grill



Sunday Brunch Specials



Private Dining and Parties

TUSCANY
GRILL

456 N Queen St. | Lancaster, PA | 717.123.4567 @ f

PRECISELY TARGET YOUR BEST PROSPECTS BY:

- Geographic Location
- Household
- Buying Activity

- Income & Wealth
- Children
- Individual
- Ethnicity & Religion
- Interest

- Health
- Occupation
- High Tech
- Auto Information
- Homeowner

	INITIAL DEPLOYMENT	REDROP w/ same creative	CREATIVE SERVICES (including any redrops)
up to 25k records deployed	\$995	\$700	\$100
up to 35k records deployed	\$1300	\$800	\$100
up to 50k records deployed	\$1800	\$900	\$100
50k+ records deployed	\$20/CPM	N/A	\$100

targeted display advertising



Target the right audience with the right ads at the exact right time.

Our target audience solutions leverage the power of keywords, ensuring your ads will only be shown to consumers as they research and shop for things you sell. Even when they look at your competitors' websites, or articles about products and services you offer, your ads will be shown. With this targeting methodology, we incorporate local knowledge and preferences to ensure you are delivering the right ads to the right audience at the right time.

BENEFITS

Multi-tactic approach offers flexibility in **achieving your advertising objective**

All campaigns are geo-targeted, ensuring we only **share your ad with potential customers** in your defined service area

High performance, customized audience targeting

FEATURES

Multi-tactic strategies including **site re-targeting**, keyword search re-targeting, contextual, **geo-targeting**, **geo-fencing**, CRM, video, mobile to social, and more!

Ongoing daily **optimization** using **advanced algorithms**

Monthly reporting for all campaigns with support for display on web, mobile, video, and Facebook ad units

