



Twitter Advertising Rate Card

1. *Scheduled Tweets*

Scheduled tweets are normal text-based tweets that include one external link. Scheduled tweets will appear among regularly posted updates and begin with a designated tag denoting that the message following is an “ADVERTISEMENT”. Scheduled tweets get priority placement and will be the last scheduled tweet of the day, ensuring that they are on the top of the page after all events have posted.

Type	Rate
Single Tweet (Sunday through Wednesday)	\$7
Single Tweet (Thursday through Saturday)	\$10
Tweet Week (7-day single tweet buyout)	\$50
Weekly Tweet for 1 Month (Sunday through Wednesday)	\$25
Weekly Tweet for 1 Month (Thursday through Saturday)	\$35
Full Month	\$250

2. *“Natural Ad” Tweets*

Natural ad tweets are short blurbs, links, or references to your product or service that are embedded in normal event posts. Natural Ads must be related to LA Happenings content or events.

Example:

*FILM: Pee-Wee’s Big Adventure at the Hollywood Forever Cemetery - \$10 –
 Grab a Frosty Brand Cola for your picnic! www.frostycola.com*

Type	Rate
Single Tweet (Sunday through Wednesday)	\$10
Single Tweet (Thursday through Saturday)	\$15
Tweet Week (7-day single tweet buyout)	\$60
Weekly Tweet for 1 Month (Sunday through Wednesday)	\$35
Weekly Tweet for 1 Month (Thursday through Saturday)	\$50
Full Month	\$350

3. **Guaranteed Event Placement**

We don't charge for event listings if we think it fits our readership and top picks for each day. We encourage people to send us their events, and most of the time they'll get listed. However, certain events do not usually make our cut. These events include: Corporate sponsored events, conventions, large film releases, major theater engagements, high-ticket price events, business openings, religious events, fundraisers, or any event that serves to sell or advertise a particular product or service. These events can be listed at a small fee

Type	Rate
Single Tweet (Sunday through Wednesday)	\$2
Single Tweet (Thursday through Saturday)	\$5

4. **Wallpaper**

Place your ad on the background of our Twitter page.

Type	Rate
1 Week	\$25
1 Month	\$90

5. **Custom Advertising Services**

This is where it gets fun!

Need a custom ad campaign? Looking for ideas to get your product out there? Wondering how you can tie your service to our regular event picks? Just contact us and let us know what you're trying to do and we'll work with you to create a custom campaign.

- *Custom websites*
- *Coupon campaigns*
- *Design services*
- *Event planning (Why not create your own event?)*

Just ask us for a quote!: lahappenings@clairaudience.com

Type	Rate
Custom Services	\$75/hr