



DIVERSIFY YOUR MEDIA PLAN

It takes more than just print ads or digital banners to accomplish complex marketing goals. Including social media in your annual advertising plans can bring a whole new level of brand recognition and familiarity to customers. We have two different ways for you to take advantage of the high conversion rates from social media advertising.

Instagram Sponsored Posts

Instagram is the fastest-growing social media outlet. With 1 billion monthly active users and over 500 million active daily users, this is a great place to advertise your promotions, sales, and brand. [Racer X Online](#) is nearing 800,000 followers, and we have seen up to a 6.68% engagement rate on sponsored posts.

With a maximum of two posts per week, your product will get the maximum exposure possible on our feed. Posts go live anytime between 9:00-5:00 p.m. Eastern on Tuesdays and/or Thursdays and will stay live for 24 hours. Sponsored posts start at only \$500. There is an add-on option available to keep your post live indefinitely for an additional \$250. For \$1,000 you can buy a lifetime Instagram Gallery which includes multiple photos and captions. This option is also available on Facebook for \$750.

Facebook Branded Content

Branded Content posts on Facebooks differ from Instagram sponsorships. We don't simply post an advertisement on [our Facebook](#), but an image or video featuring your product that conveys our relationship with you. These posts are intended to appear more organic, therefore driving a different level of trust in our readers. Our more than 1 million followers have shown active engagement of over 4.2% on our posts.

With a maximum of two posts per week, your product will get the most exposure possible on our feed. Posts go live anytime between 9:00 a.m.-5:00 p.m. Eastern on Tuesdays and/or Thursdays, and your post will stay indefinitely unless you request its removal. Facebook branded posts start at only \$500.



Sizes and Specifications

Instagram Images:

1080 x 1080 pixels OR 1080 x 1350 pixels
500k max

Instagram Videos:

Video aspect ratio: Landscape (1.91:1), Square (1:1),
Vertical (4:5)
Maximum length: 45 seconds
4 GB max
Format: mp4
Full list of [Instagram video requirements](#).

Facebook Images:

940 x 788 pixels to 1200 x 1200 pixels
40k max

Facebook Videos:

Video aspect ratio: 16:9 (full landscape) to 9:16 (full
portrait)
Maximum length: 45 seconds
4 GB max
Format: mp4
Full list of [Facebook video requirements](#).

Acceptable Facebook File Formats

Photos, Videos, Links, Text, Instant Articles, 360 videos, Live, Slideshow, Canvas, Carousel.

Please review Facebook's list of [Branded Content Policies](#) and exclusions before submission.

Text Files

Submit a caption, including hashtags, for our team to post.

Per Instagram regulations, we must tag the post as paid partnership. Please note that we do not change our profile URL for sponsored posts. If you would like to include this, you may place it within your caption for readers to view. We recommend using a URL shortener.

Post Time

Please specify a time for the post. Posts go live anytime between 9:00 a.m.-5:00 p.m. Eastern on Mondays and/or Thursdays. **If a post time is not specified, we will post at 10:00 a.m. Eastern.**

For material or deadline questions, contact:

✉ ads@racerxonline.com

All creative must be submitted 5 full business days before the contracted start date.

Contact us for more information

For more information or to learn more about the available advertising opportunities, [contact us](#) now.

Contact Us