



# **FAYNC MAGAZINE**

**ADVERTISING SPECS**  
**[WWW.FAYNCMAGAZINE.COM](http://WWW.FAYNCMAGAZINE.COM)**

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# Welcome to Advertising with FAYNC Magazine

Whether you're a local business, creative, nonprofit, or big brand looking to connect with the Fayetteville community, FAYNC Magazine is your go-to platform for visibility that actually sticks.

We make it easy (and fun!) to get your brand in front of our audience with print-style digital issue placements, web ads, social media promotions, and event campaigns. Every opportunity comes with direct clickable links, editorial support, and year-round exposure—because your message deserves to live beyond a single post or issue.

This is your ad specs guide. Here, you'll find everything you need to make sure your ads look amazing and get noticed:

- **Sizes & Dimensions:**  
Pixel-perfect or print-ready
- **Color Specs:**  
Keep your brand vibrant across digital and social channels
- **What's Included:**  
Placement, editorial features, and bonus visibility

Think of it as your recipe for ad success: Follow the specs, add your brand's flair, and watch your message reach the right people in the right way.

## Ready to dive in?

Let's make your next campaign bold, memorable, and unmistakably FAYNC.

# **FAYNC MAGAZINE ADVERTISING + EVENT ALIGNMENT CHECKLIST**

## **OUR STANDARD**

FAYNC Magazine supports people, brands, and events that move culture forward and strengthen community. All content must uphold integrity, respect, accountability, and care for people.

## **OUR VIBE**

- Arts, culture, music, fashion, film, media, and creative industries
- Community-centered events, markets, panels, workshops, and exhibitions
- Educational, professional development, and youth-focused initiatives
- Wellness, lifestyle, and personal growth brands
- Local businesses making a positive community impact
- Honest, respectful, and accessible messaging

## **NOT OUR VIBE**


- Explicit sexual content or pornography
- Degrading, exploitative, or objectifying material
- Promotion of violence, abuse, or criminal activity
- False, misleading, or unethical practices
- Messaging that undermines dignity, respect, or community well-being

## **EDITORIAL NOTES**

- Acceptance does not equal endorsement
- FAYNC maintains editorial independence and may decline or remove content at our discretion
- All submissions are reviewed for alignment before approval



**OUR GOAL IS  
TO AMPLIFY  
WORK THAT  
SERVES  
PEOPLE WELL,  
STRENGTHENS  
CULTURE, AND  
LEAVES OUR  
COMMUNITY  
BETTER THAN  
WE FOUND IT.**



**Because great  
campaigns don't  
happen last-minute  
... they're built  
with intention.**

## **ADVERTISING PLANNING WINDOW**

### **RECOMMENDED BOOKING LEAD TIME:**

2–4 weeks before launch (minimum)

4–6 weeks for event campaigns or editorial features

This allows time for:

- Creative review
- Editorial alignment
- Scheduling across platforms
- Maximum visibility and impact

*Final timelines are confirmed during onboarding.*





# MAGAZINE ISSUE AD PLACEMENTS

COLOR: RGB

FILE TYPE: PNG, JPG, PDF

SIZING: AD SIZE VARIES

***Get your brand in front of our engaged audience with ad placements inside FAYNC Magazine.***

Each ad includes a clickable link to your website, and your message lives on long after the issue drops.

**Bonus:** All advertisers are featured year-round on our Preferred Partners page at [FAYNCMAGAZINE.COM](https://FAYNCMAGAZINE.COM), complete with your logo + link. Visibility that keeps giving.

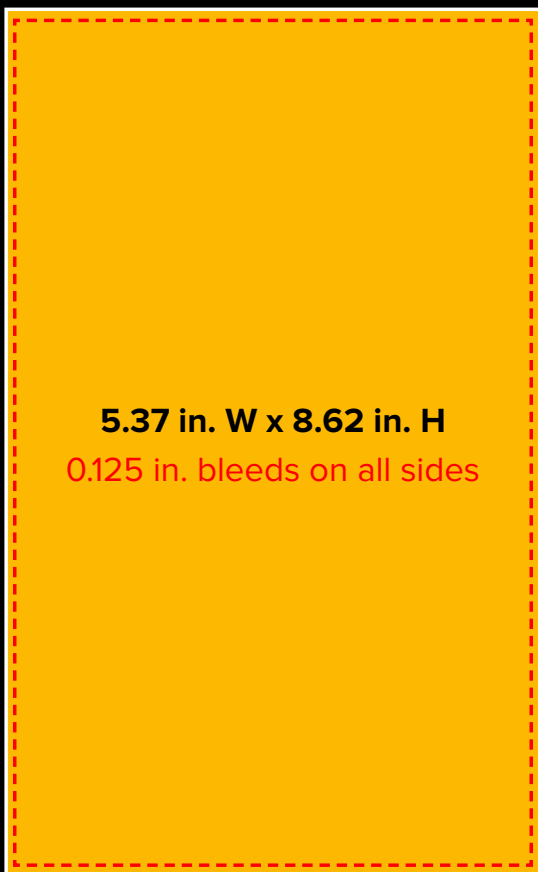
## ***TIMELINE***

- + Booking Deadline:** 2–3 weeks before issue release
- + Final Creative Due:** 10–14 days before issue release
- + Issue Launch:** Published on release date
- + Preferred Partners Feature:** Live within 3–5 business days after issue launch
- + Longevity:** Issue ads live indefinitely in digital archive

*Ideal for brands looking for lasting visibility, not just short-term reach.*



## Full Page Ad



### Full page ad placement in FAYNC Magazine Issue

Standard placement near relevant information (Limit 5/Issue)

### Limited Special Placement Options:

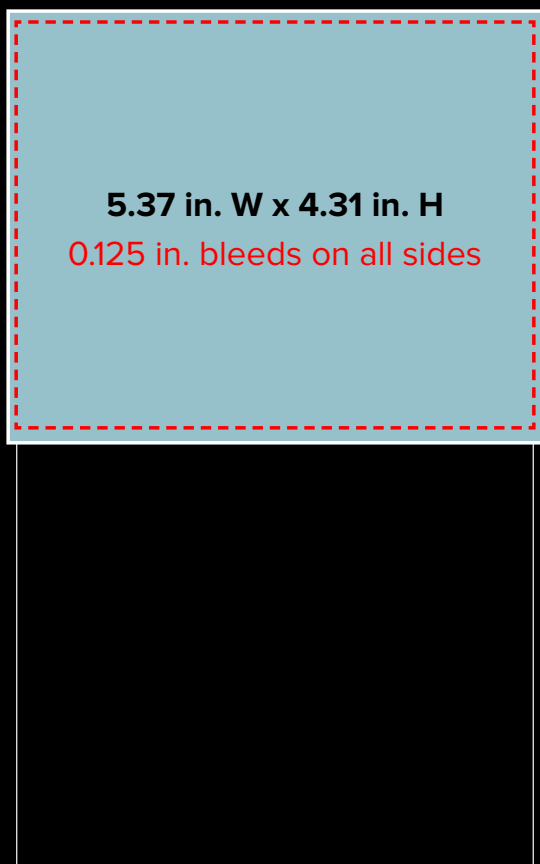
\*Inside Front Cover (Limit 1/Issue)

\*Inside Back Cover (Limit 1/Issue)

\*Center Spread (Limit 1/Issue)

\*Availability regulated by first-come first-serve basis

## Half Page Ad

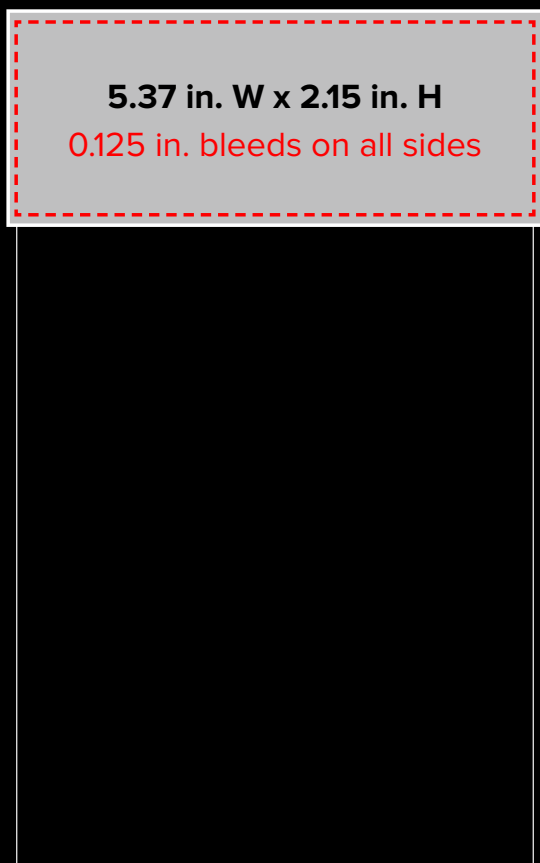


### Half page ad placement in FAYNC Magazine Issue

Standard placement near  
relevant information  
(Limit 10/Issue)



## **Quarter Page Ad**



**Quarter page ad placement in  
FAYNC Magazine Issue**  
Standard placement near  
relevant information  
(Limit 14/Issue)

# WEB AD PLACEMENTS

COLOR: RGB

SIZING: AD SIZE VARIES

FILE TYPE: PNG, JPG, GIF, MP4/MOV

***Put your brand front and center on  
FAYNCMAGAZINE.COM.***

From homepage leaderboards to large rectangle placements on our most-read pages, your ad comes with a clickable link to your site and can be static or motion video, no sound.

**Bonus:** Your logo lives year-round on our Preferred Partners page, keeping your brand visible long after your campaign runs.

## ***TIMELINE***

- + Booking Deadline:** 7–10 days before start date
- + Final Creative Due:** 5–7 days before launch
- + Campaign Run:** Typically 30 days  
(custom durations available)
- + Go Live:** Within 2–3 business days after approval

*Great for brands that want always-on visibility.*

## Homepage Desktop

**H:LB** 728 px W x 90 px H

**H:LR**  
336 px W  
x  
280 px H

**H:LR**  
336 px W  
x  
280 px H

**H:LB** 728 px W x 90 px H

## Homepage Mobile

**H:MLB** 320 px W x 50 px H

**H:MR**  
300 px W  
x  
250 px H

**H:MR**  
300 px W  
x  
250 px H

**H:MLB** 320 px W x 50 px H

**H:LB** - Homepage Leaderboard **728 px W x 90 px H**

**H:MLB** - Homepage Mobile Leaderboard **320 px W x 50 px H**

**H:LR** - Homepage Large Rectangle **336 px W x 280 px H**

**H:MMR** - Homepage Mobile Rectangle **300 px W x 250 px H**

## /Magazine Desktop

**M:LB** 728 px W x 90 px H

**M:LB** 728 px W x 90 px H

**M:LB** 728 px W x 90 px H

## /Magazine Mobile

**M:MLB** 320 px W x 50 px H

**M:MLB** 320 px W x 50 px H

**M:MLB** 320 px W x 50 px H

**M:LB** - Magazine Leaderboard **728 px W x 90 px H**

**M:MLB** - Magazine Mobile Leaderboard **320 px W x 50 px H**



## /Blog Desktop

**B:LB** 728 px W x 90 px H

**B:LB** 728 px W x 90 px H

## /Blog Mobile

**B:MLB** 320 px W x 50 px H

**B:MLB** 320 px W x 50 px H

**B:LB** - Blog Leaderboard **728 px W x 90 px H**

**B:MLB** - Blog Mobile Leaderboard **320 px W x 50 px H**

## /FM-tv Desktop

**F:LB** 728 px W x 90 px H

**F:LB** 728 px W x 90 px H

## /FM-tv Mobile

**F:MLB** 320 px W x 50 px H

**F:MLB** 320 px W x 50 px H

**F:LB** - FMtv Leaderboard **728 px W x 90 px H**

**F:MLB** - FMtv Mobile Leaderboard **320 px W x 50 px H**

## /Work-With-Us Desktop

**W:LB** 728 px W x 90 px H

**W:LR**  
336 px W  
x  
280 px H

**W:LR**  
336 px W  
x  
280 px H

**W:LB** 728 px W x 90 px H

## /Work-With-Us Mobile

**W:MLB** 320 px H x 50 px W

**W:MR**  
300 px W  
x  
250 px H

**W:MR**  
300 px W  
x  
250 px H

**W:MLB** 320 px H x 50 px W

**W:LB** - Work with Us Leaderboard **728 px W x 90 px H**

**W:MLB** - Work with Us Mobile Leaderboard **320 px W x 50 px H**

**W:LR** - Work with Us Large Rectangle **336 px W x 280 px H**

**W:MMR** - Work with Us Mobile Rectangle **300 px W x 250 px H**

# SOCIAL MEDIA ADS

COLOR: RGB

SIZING: AD SIZE VARIES

FILE TYPE: PNG, JPG, MP3/MOV

***Reach our audience where they scroll, swipe, and engage! FAYNC Magazine's social ads include:***

**Story posts: Quick, eye-catching exposure**

**Reel posts: Dynamic video content to boost engagement**

**Standard posts: Polished photo content that builds brand presence and engagement**

**Each post links directly to your website, giving your brand clickable visibility across Instagram + Facebook.**

**Optional add-ons: Extra social posts, Reels, or email features to amplify your reach even more.**

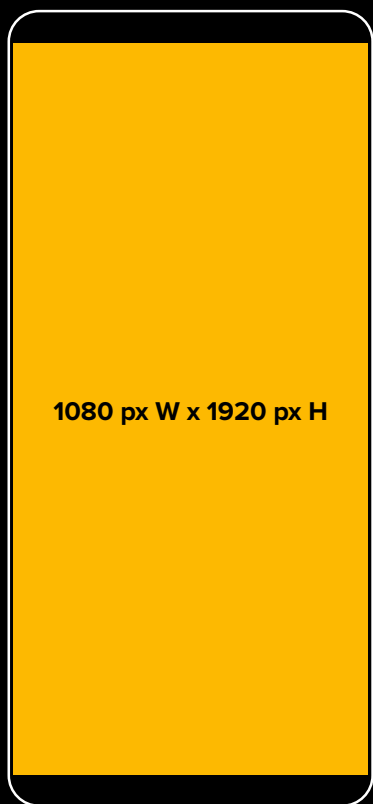
## ***TIMELINE***

- + Booking Deadline:** 5–7 days before post date
- + Creative Due:** 3–5 days before posting
- + Posting Window:** Scheduled for optimal engagement
- + Boosting (if applicable):** Begins same day or within 24 hours

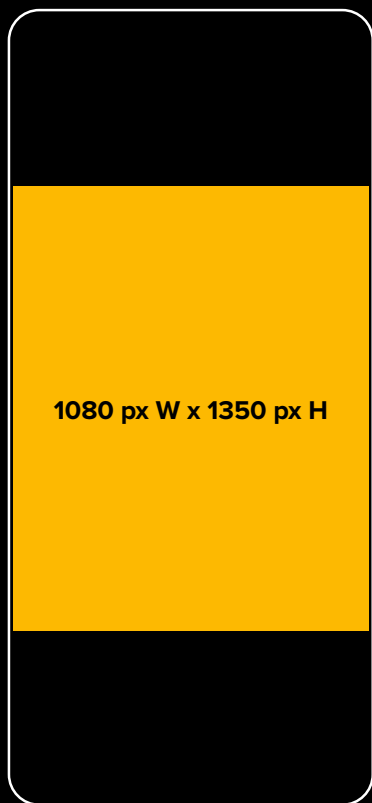
*Ideal for announcements, launches, and time-sensitive campaigns.*



**Story or Reel  
Post**



**Standard  
Post**



# EVENT AD CAMPAIGNS

COLOR: RGB

SIZING: AD SIZE VARIES

FILE TYPE: PNG, JPG, GIF, MP3/MOV

BLOG

***Turn your event into a can't-miss moment with FAYNC Magazine's customizable event campaigns.***

Designed for local businesses, creatives, and organizations, our campaigns mix digital promotion, social buzz, and editorial storytelling to get your event in front of the right audience—and keep the impact going long after the day ends.

Every campaign is flexible and tailored to your goals, timeline, and audience, so whether it's a launch, pop-up, performance, or festival, we'll help your event shine and be remembered.

## **Campaign Tiers:**

**SPARK:** Quick social + web visibility

**SPOTLIGHT:** Adds post-event blog + subscriber reach

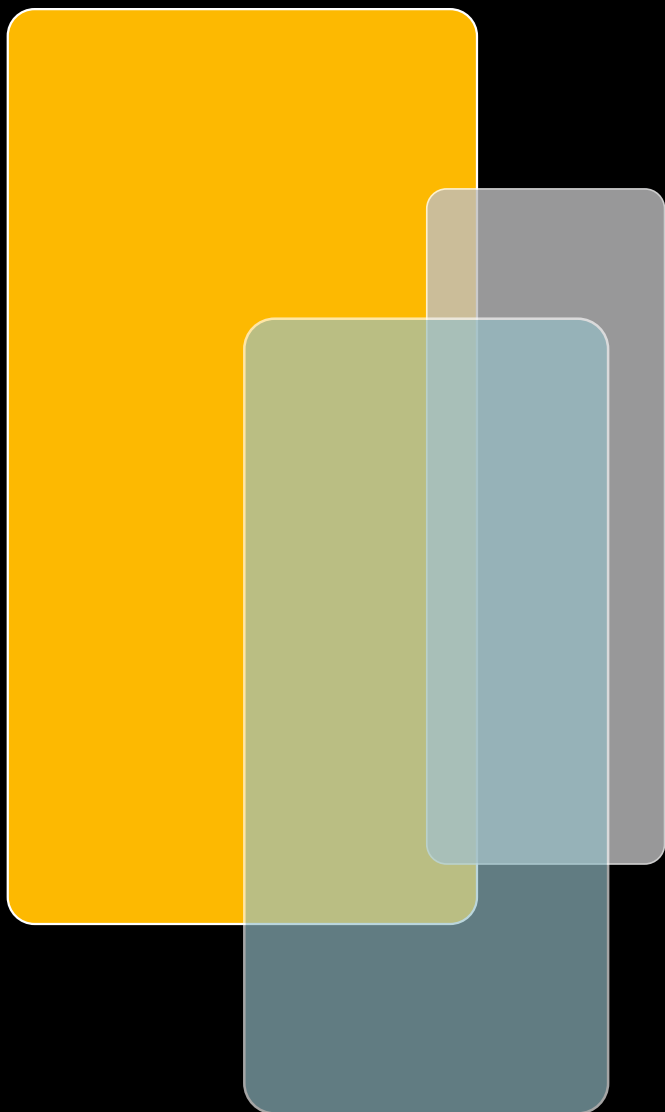
**AMPLIFIER:** Pre-event blog + web + social promotion

**HEADLINER:** All-inclusive coverage for maximum impact

**Optional add-ons:** Extra social posts, Reels, email features, and more—because sometimes one post just isn't enough.

## **RECOMMENDED CAMPAIGN TIMELINE**

- + Start 3–4 weeks before event date
- + Minimum: 2 weeks before event



## THE SPARK

**Best for: Small events, pop-ups, early announcements**

*A light-touch awareness campaign that introduces your event to the FAYNC audience.*

Includes:

- + 1 pre-event social media ad
- + 1 Web ad placement on FAYNC Magazine website

**VALUE: A simple, effective way to gain visibility and place your event on the community calendar.**

### **TIMELINE**

Start 3–4 weeks before event date

## THE SPOTLIGHT

**Best for: Community events, panels, creative showcases**

*A storytelling-focused campaign designed to highlight your event and preserve it through editorial coverage.*

Includes:

- + 1 pre-event social media ad
- + Event coverage with post-event blog feature on FAYNC Magazine website
- + Distribution to FAYNC Magazine subscribers

**VALUE: Transforms your event into shareable, lasting content that lives beyond the day-of.**

### **TIMELINE**

Social ad: 5–7 days before event

Blog feature: Published 3–7 days after event



## THE AMPLIFIER

**Best for:** Ticketed events, launches, activations

*A multi-channel campaign built to generate momentum and encourage attendance before your event takes place.*

Includes:

- + 1 pre-event social media ad
- + 1 Web ad placement
- + Pre-event blog feature on FAYNC Magazine website
- + Distribution to FAYNC Magazine subscribers

**VALUE:** Builds anticipation through multiple touchpoints, helping your event reach audiences early and often.

### ***TIMELINE***

Blog feature: 10–14 days before event

Social + web ads: 7–10 days before event

## THE HEADLINER

**Best for:** Flagship events, festivals, brand partnerships

*Our most comprehensive event campaign, offering both visibility and editorial coverage.*

Includes:

- + 1 pre-event social media ad
- + 1 Web ad placement
- + Event coverage with post-event blog feature on FAYNC Magazine website
- + Distribution to FAYNC Magazine subscribers

**VALUE:** Provides maximum exposure while documenting your event through trusted editorial storytelling.

### ***TIMELINE***

Social + web ads: 7–10 days before event

Blog feature: 3–7 days after event

## **CUSTOMIZATION + ADD-ONS**

All campaigns can be enhanced with additional content and placements, including:

- + Additional social media ads**  
Can be added at any point  
(3–5 day lead time)
- + Short-form video or reel features**  
Best scheduled 7–14 days before event
- + Email-only features to subscribers**  
Scheduled 5–10 days before send date
- + Event recap carousels**  
Published 3–7 days after event
- + Extended web ad placements**

*Custom packages are available upon request.*

## **CREATIVE + CONTENT SUPPORT**

- + Advertisers provide finished creative assets for all advertising placements.**
- + All submitted content is reviewed by FAYNC Magazine for clarity, alignment, and overall quality prior to publication.**
- + Editorial features are written by FAYNC Magazine to maintain voice and quality**

## **A NOTE ON FLEXIBILITY**

Every campaign is customizable. Timelines may adjust based on:

- + Booking date**
- + Event urgency**
- + Creative readiness**
- + Platform availability**

# LET'S GET STARTED

Start the process by submitting an Inquiry Form:

***SUBMIT INQUIRY FORM***







# **FAYNC MAGAZINE**

**@FAYNCMAG**