

# North Rockland Community Advertising Program



**RockWeb Systems Inc.**

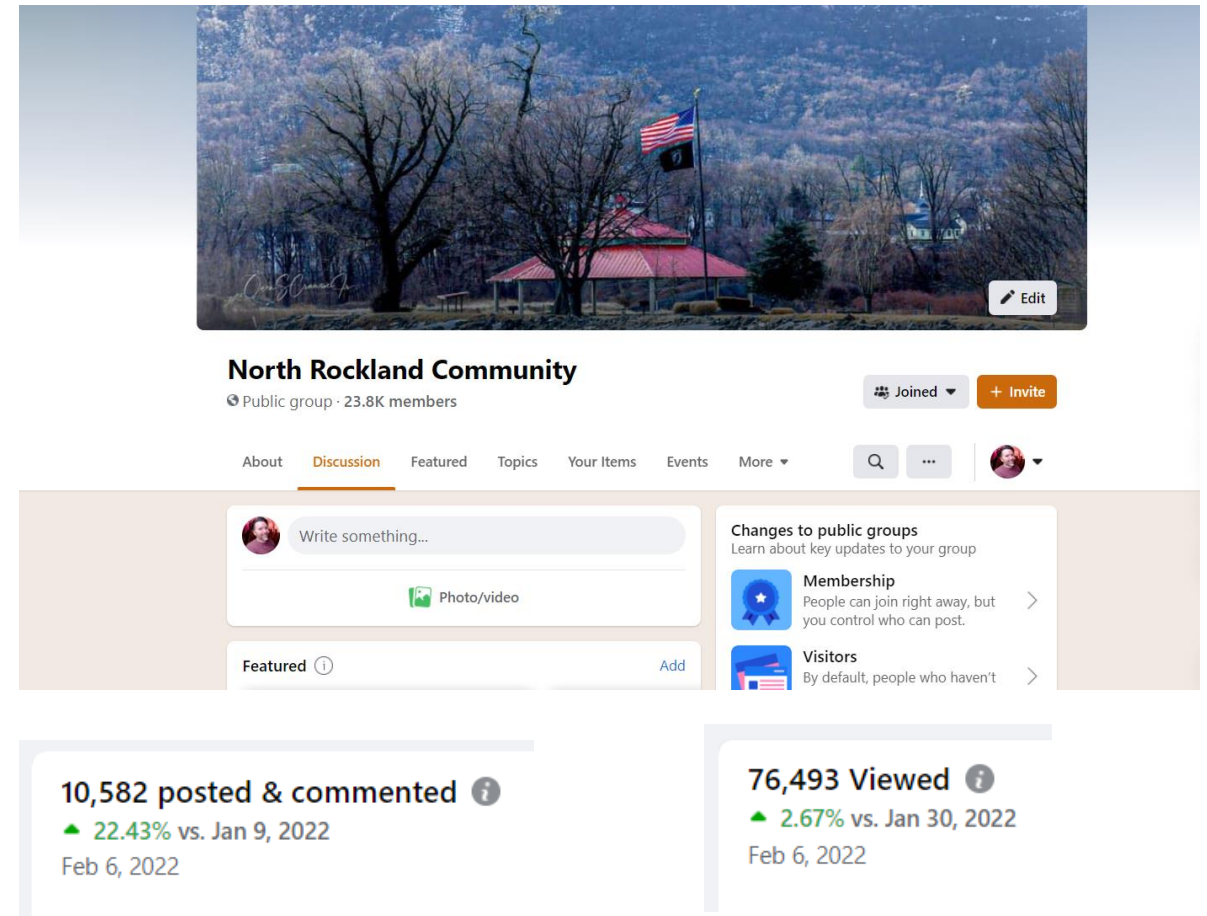
RocklandWeb | RocklandNews | RocklandShopping

37 Easton Street  
Stony Point NY 10980

(845) 877-7333

# About the North Rockland Community

- Largest group in Rockland
- Currently 24k members
- Over 10k posts/comments on the community each month
- Over 50k views per month
- Businesses can post if they are members
- Usually, businesses don't get views unless they stand out



The screenshot displays the Facebook page for the North Rockland Community. At the top is a cover photo of a gazebo with a red roof and an American flag, set against a backdrop of trees and hills. Below the cover photo, the page title "North Rockland Community" is shown, along with the status "Public group · 23.8K members" and buttons for "Joined" and "Invite". Navigation tabs include "About", "Discussion", "Featured", "Topics", "Your Items", "Events", and "More". A search bar and a user profile icon are also visible. Below the navigation, there is a post creation box with a "Write something..." prompt and a "Photo/video" button. To the right, a "Changes to public groups" section highlights updates for "Membership" and "Visitors". At the bottom, two statistics boxes are shown: "10,582 posted & commented" (a 22.43% increase vs. Jan 9, 2022) and "76,493 Viewed" (a 2.67% increase vs. Jan 30, 2022), both dated Feb 6, 2022.

**North Rockland Community**  
Public group · 23.8K members

Joined + Invite

About Discussion Featured Topics Your Items Events More

Write something... Photo/video

Featured Add

**Changes to public groups**  
Learn about key updates to your group

- Membership**  
People can join right away, but you control who can post.
- Visitors**  
By default, people who haven't

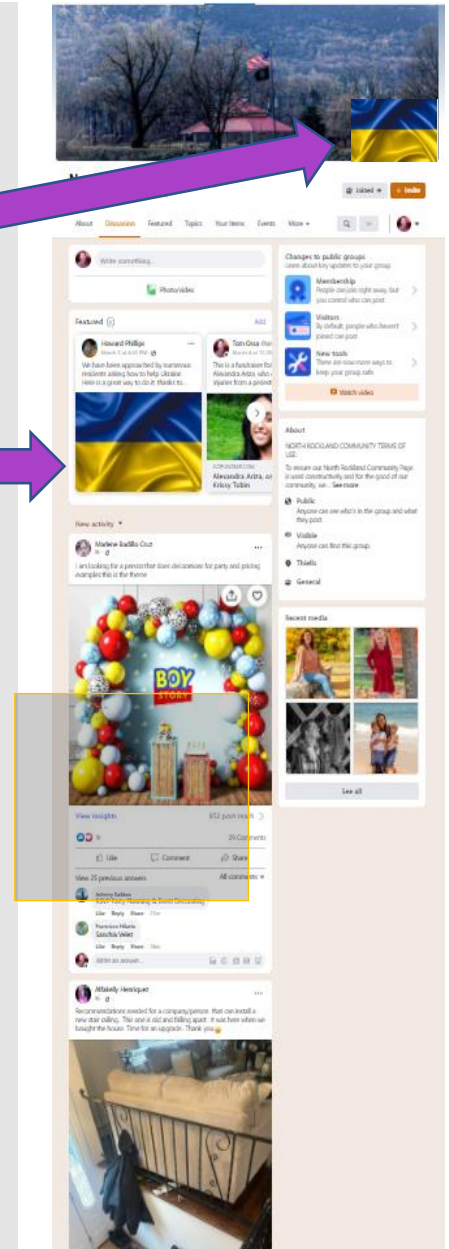
**10,582 posted & commented**  
▲ 22.43% vs. Jan 9, 2022  
Feb 6, 2022

**76,493 Viewed**  
▲ 2.67% vs. Jan 30, 2022  
Feb 6, 2022

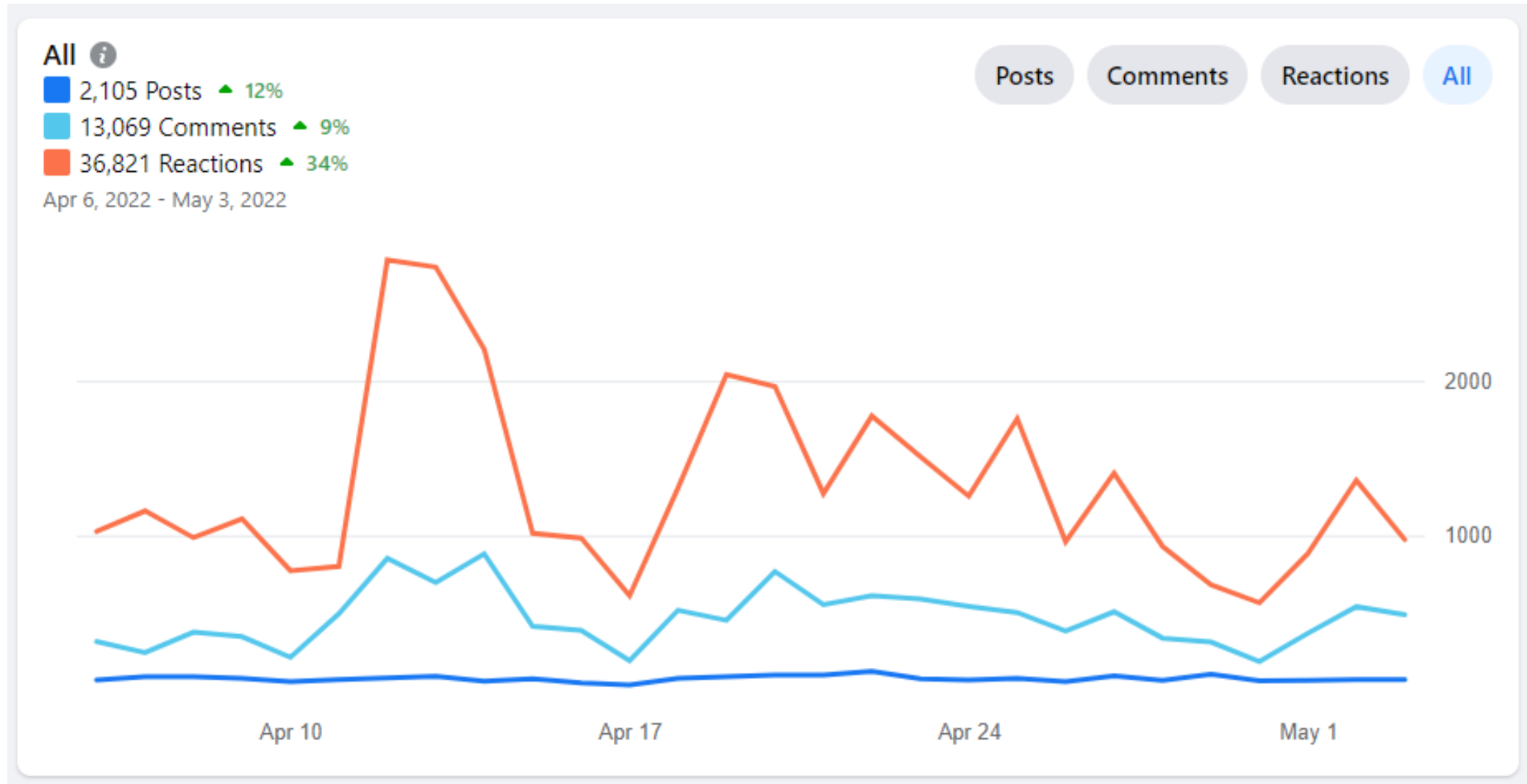
# Pilot Advertising Program



1. Add image on the bottom of banner area
2. PIN one business per week to top of the page
3. Include business information, special offer
4. Videos/images can be used
5. Featured businesses are adjusted daily



# Daily User Engagement w/ NRC




# Examples:

**Howard Phillips**  
March 3 at 4:53 PM · 🌐

We have been approached by numerous residents asking how to help Ukraine. Here is a great way to do it, thanks to Mrs. Oksana Hauser who has family in Ukraine and gave us a list of items that are in need. The Town of Haverstraw is now accepting donations from 9:00 am to 5:00 pm Monday through Friday at Town Hall of the following items and thank you in advance for your generosity:

- First aid kits
- Band-Aids
- Painkillers: Ibuprofen, Acetaminophen – Adult and children
- Anti-Inflammatory ointments
- Disinfecting /alcohol wipes
- Sterile surgical gowns, gloves
- Povidone-iodine
- Personal Hygiene items
- Antibiotic ointments
- Baby formula
- Baby bottles
- Baby clothes
- Feminine hygiene products
- Blankets
- Non-perishable foods



**Performance**

Post Engagement <sup>1</sup>	People Reached <sup>1</sup>
214	5,357

Active Members at Time of Post <sup>1</sup> 18,507

Interactions Other

**Engagement**

👍 74	❤️ 23	😬 1
😬 0	😬 0	😬 0

Comments 15

Shares 54

Photo Views <sup>1</sup> 41

Other Clicks <sup>1</sup> 6

Reported stats might be delayed from what appears on posts.

**RocklandNews**  
February 14 at 7:14 PM · 🌐

Full story and images of Stony Point Seals 2022 Super Plunge, held 2/13/2022.  
<https://rocklandnews.com/stony-point-seals-2022/>  
All photos provided courtesy of Thomas McGuire.




**Performance**

Post Engagement <sup>1</sup>	People Reached <sup>1</sup>
1,401	6,234

Active Members at Time of Post <sup>1</sup> 18,507

Interactions Other

**Engagement**

👍 131	❤️ 18	😬 0
😬 2	😬 1	😬 0

Comments 15

Shares 7

Photo Views <sup>1</sup> 1,160


Link Clicks <sup>1</sup> 66

Other Clicks <sup>1</sup> 1

View insights

6.2K post reach >

**Tom Ossa**  
February 3 · 🌐



**RocklandNews**  
February 3 · 🌐

The Amish Outlaws returned to Levity Live tonight. Here is the first song of their set.

View insights

2.2K post reach >

**Performance**

Post Engagement <sup>1</sup>	People Reached <sup>1</sup>
27	2,213

Active Members at Time of Post <sup>1</sup> 18,507

Interactions Other

**Engagement**

👍 21	❤️ 2	😬 0
😬 0	😬 0	😬 0

Comments 4

Shares 0

Other Clicks <sup>1</sup> 0

Reported stats might be delayed from what appears on posts.

# Cost:

\$79 / day  
\$199 Fri-Sun  
\$399 / week

Advertisers  
must provide  
image and logo

**Graphic design &  
video production  
available**

### **Other services:**

- RocklandNews.com
- Web Design
- Google Business Pages
- HULU & YouTube ads

**Starting at \$99 per month**



Q&A

# Thank you!



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