

The Facebook ad platform is a simple, yet highly effective one:

- The ads include a maximum of 160 characters (up to 25 characters for the headline, and up to 135 for the body text), an optional image (up to 110 x 80 pixels), and a destination link, which can be a page within Facebook or an external website.
- Advertisers can be charged per click (CPC) or per thousand impressions (CPM). In Facebook's system, the advertiser sets the maximum per-click or per-thousand payment, and Facebook uses an algorithm that determines the ad's placement based on the payment and other factors. Advertisers also set a maximum per-day cost, and will not be charged more than that amount.
- Ads can be targeted to Facebook users based on geography, interests and other factors. The ad creation tool allows the advertiser to see approximately how many users meet the target criteria.

The criteria and targeting ability through Facebook's ad platform can help you pinpoint your audience by delineating the following attributes:

- Location
 - Country
 - State/Province
 - City (search radius by miles can be specified)
- Demographics
 - Age
 - Gender
- Advanced Demographics
 - Birthday
 - Relationship Status
 - Languages Spoken
- Education
- Workplace
- Connection (to your brand) on Facebook
 - Anyone
 - Fans
 - Not Fans
 - Friends of Fans
 - Fans of Competitors
- Likes and Interests

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Use Facebook's targeting capabilities to find and invite potentially interested individuals to view your product or event.