

**BEST CHARACTER COUNT TOOL:** <https://charactercounttool.com/>

## Facebook Static (Single Image) News Feed Ads:

**Primary Text 125-** Smithsonian Institute Museum on Main Street Traveling Exhibit CROSSROADS: Change in Rural America, Nelson County Library

**Headline 25 -** Now through April 17

**Description:** Nelson Memorial Library

**Call-to-Action Button -** Learn More

The ad is a static image with a light blue background. At the top left is the Jasper's Market logo, a green circle with a white 'J' and a red apple. To its right is the text 'Jasper's Market' in bold, followed by 'Sponsored' and a small globe icon. Below this is the headline 'Stop by Jasper's and take a look at our latest shipment of fresh produce!'. The main image is a landscape photo of a farm at sunset, with a barn and mountains in the background. Overlaid on the left side of the image is a large circular logo for 'CROSSROADS Change in Rural America'. In the top right corner of the image is the Smithsonian Institution Traveling Exhibition Service logo. Below the image is a quote: '"Every rural person and place has a story. Change is part of that story."' followed by '-Museum on Main Street'. At the bottom is a white bar containing the text 'JASPERSMARKET.COM', 'Healthy, Fresh, and Organic', and 'We have great ingredients for every meal'. On the right side of this bar is a 'Learn More' button.

Jasper's Market  
Sponsored · 🌐

Stop by Jasper's and take a look at our latest shipment of fresh produce!

Smithsonian Institution  
Traveling Exhibition Service

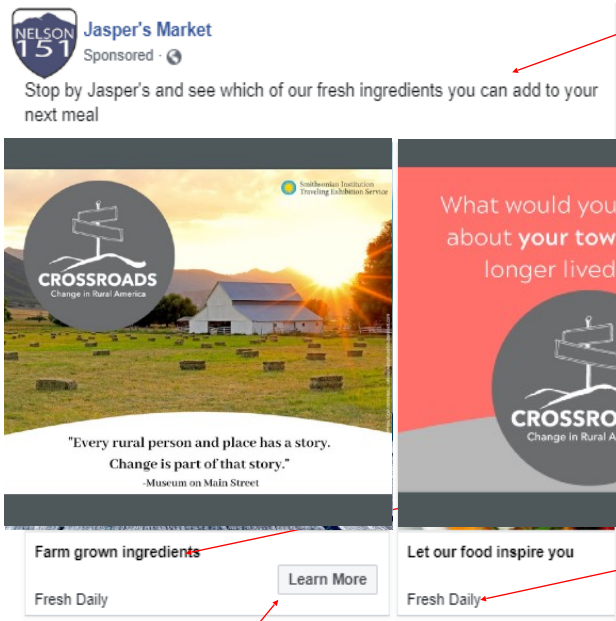
**CROSSROADS**  
Change in Rural America

"Every rural person and place has a story.  
Change is part of that story."  
-Museum on Main Street

JASPERSMARKET.COM  
**Healthy, Fresh, and Organic**  
We have great ingredients for every meal

Learn More

# Facebook Static News Feed Carousel Ads:

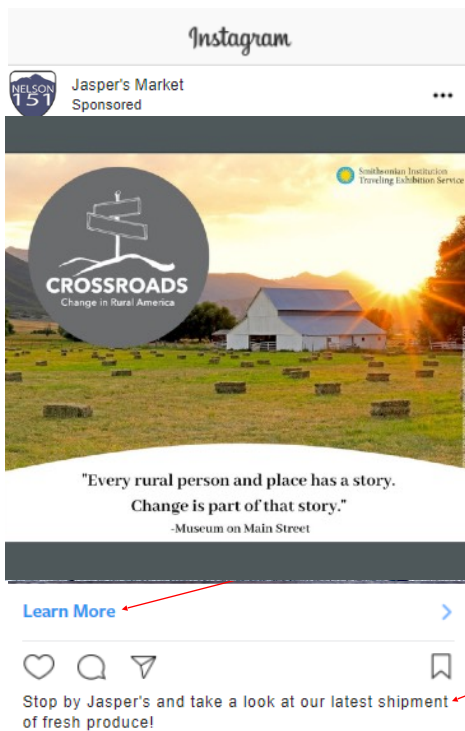
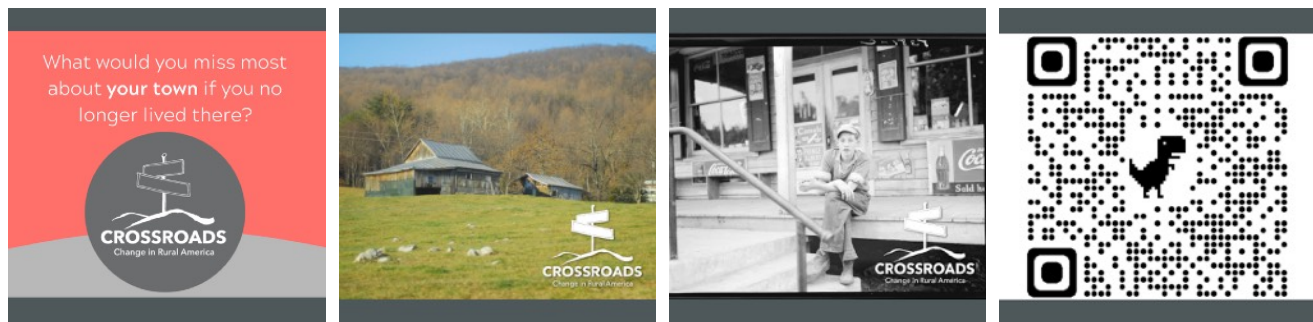


**Primary Text - 125 characters or less:**  
Smithsonian Institute Museum on Main Street Traveling Exhibit CROSSROADS: Change in Rural America, Nelson County Library

**Headline for each image – 40 characters:** Nelson Memorial Library

**Description for each image (optional) – 20 characters:** Now through April 17

**Call-to-Action Button - Learn More**

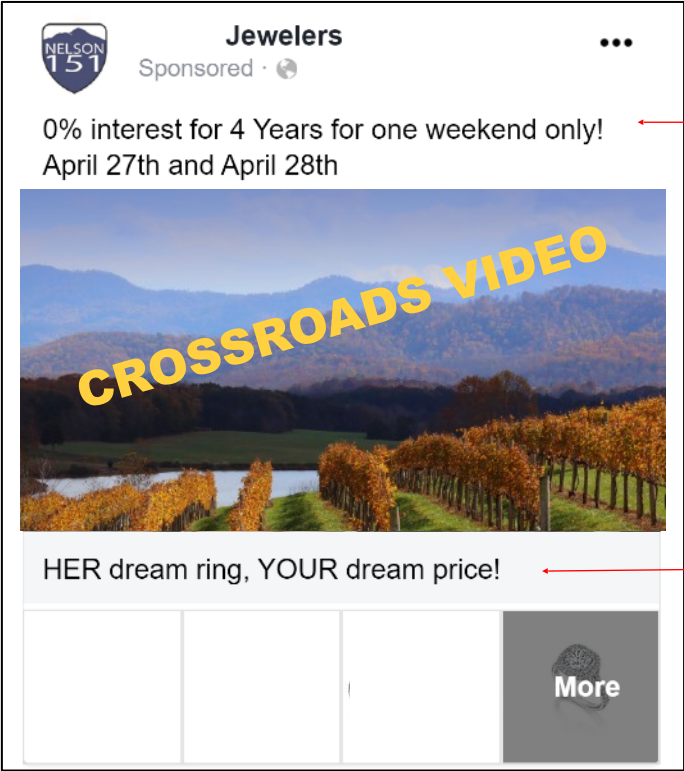


## Instagram Carousel Ads:

**Call-to-Action Button - Learn More**

**Primary Text - 125 characters or less:** Smithsonian Institute Museum on Main Street Traveling Exhibit CROSSROADS: Change in Rural America, Nelson County Library

# Facebook or Instagram Collection Ads:



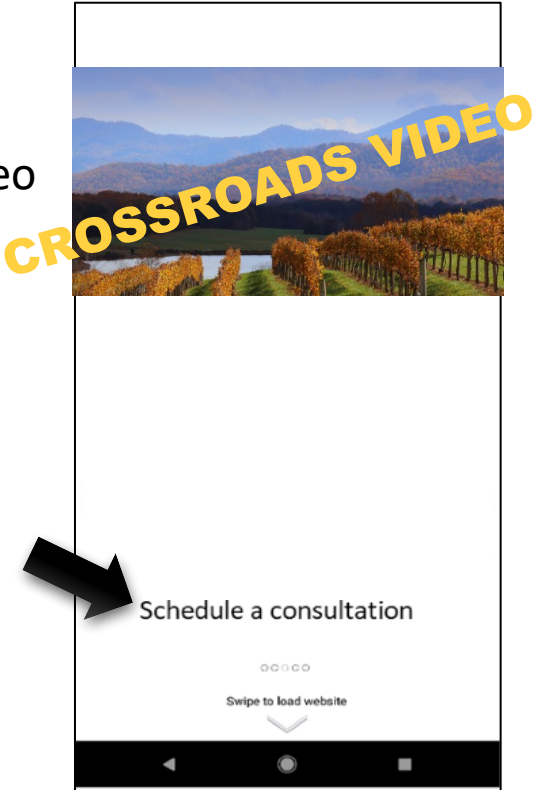
**Primary text** - 125 characters:  
Smithsonian Institute Museum on  
Main Street Traveling Exhibit  
CROSSROADS: Change in Rural  
America, Nelson County Library

Video

40 characters: Now through April 17

Small images (600x600 pixels) or videos  
Can have 4 - 10  
Each image when clicked will go to the full screen ad  
and can have a different click through URL when  
expanded

Video



When the ad expands to full screen the client  
can have any call-to-action text – there are no  
pre-set call-to-action buttons. Tell us what  
verbiage you want: Nelson Memorial Library,  
Now through April 17

# Facebook or Instagram Video Ads:



## FACEBOOK VIDEO

**Primary text** - 125 characters: Smithsonian Institute Museum on Main Street Traveling Exhibit CROSSROADS: Change in Rural America, Nelson County Library

Your website URL

**Headline** – Now through April 17

Call-To-Action button: Learn More

**Description** – 30 characters: Breweries, Wineries, Cideries

Captions are automatically generated.

## INSTAGRAM VIDEO



Call-To-Action button: [Learn More](#)

**Primary text** - 125 characters: Smithsonian Institute Museum on Main Street Traveling Exhibit CROSSROADS: Change in Rural America, Nelson County Library

Stop by Jasper's and see which of our fresh ingredients you can add to your next meal

# Captions for Social Campaign

## CLIENT FILL THIS OUT

### Facebook Static (Single Image) News Feed Ads:

**Primary Text 125**- Smithsonian Institute Museum on Main Street Traveling Exhibit CROSSROADS:

Change in Rural America, Nelson County Library

**Headline 25** - Now through April 17th

**Description 30** - Nelson Memorial Library

**Call-to-Action Button** - Learn More

### Facebook Static News Feed Carousel:

**Primary Text 125**- Smithsonian Institute Museum on Main Street Traveling Exhibit CROSSROADS:

Change in Rural America, Nelson County Library

**Headline for each image (40)** -Nelson Memorial Library

**Description of each image (20)** Breweries, Wineries, Cideries

**ALL:** Now through April 17th

**Call-to-Action Button** - Learn More

### Instagram Single Image or Carousel:

**Primary Text 125**- Smithsonian Institute Museum on Main Street Traveling Exhibit CROSSROADS:

Change in Rural America, Nelson County Library

**Call-to-Action Button** - Learn More

### Facebook or Instagram Collections Ads:

**Primary Text 125**-Smithsonian Institute Museum on Main Street Traveling Exhibit CROSSROADS: Change in Rural America, Nelson County Library

**Headline 40** - Now through April 17th

**Small Images once expanded:** Nelson Memorial Library

**Call-to-Action Button** - Learn More

### Facebook or Instagram Video Ads:

**Primary Text 125**- Smithsonian Institute Museum on Main Street Traveling Exhibit CROSSROADS:

Change in Rural America, Nelson County Library

**Headline 25** -Get to the Mountains

**Description 30:** Now through April 17th

**Call-to-Action Button:** Learn More