

ATM NEWS

MEDIA KIT 2026

News and stories for a connected audience.

Advertising opportunities across ATM News' social and digital platforms.

47,400	U.S.	5
Instagram followers	Top country	Top cities listed

Website: atm-news.com

Advertising inquiries: advertise@atm-news.com

Connect your brand with the ATM News audience through sponsored social placements and digital advertising.

About ATM News

ATM News is a digital news and social media platform sharing timely stories with an audience across the United States and beyond. We offer advertising placements on our social channels and website to help businesses introduce their brands, products and services to our community.

Audience snapshot

Instagram following: **47,400**

Top country: **United States**

Top cities: New York, Philadelphia, Los Angeles, Chicago and Houston

Instagram audience age ranges

Age range	Audience share
18–24	4.9%
25–34	18.6%
35–44	32.4%
45–54	23.0%
55–64	13.0%
65+	7.7%

Age percentages are based on audience insights provided by ATM News and may vary over time.

Advertising placements

Choose from Instagram feed posts, Stories and Reels, TikTok sponsored posts, website banner ads, or sponsored articles. Placement availability and campaign details are confirmed when booking.

Instagram & website rates

All placements use advertiser-provided creative. ATM News provides the agreed placement and publishing; ad design, video production, photography and copywriting are not included.

Placement	Rate
Instagram Story — 1 frame	\$75
Instagram feed post	\$200
Instagram Reel	\$350
Website banner ad — 30 days	\$125
Sponsored article	\$250

Social and digital bundles

Package	Includes	Rate
Social Starter	1 feed post + 2 Story frames	\$275
Video Spotlight	1 Reel + 2 Story frames	\$425
Digital Feature	1 sponsored article + 30-day website banner	\$325

Rates are in U.S. dollars. Custom packages and multi-campaign arrangements are available upon request. Campaign performance can vary and specific reach, views, clicks or sales are not guaranteed.

TikTok advertising rates

Promote your brand through sponsored TikTok content published on the ATM News account. Advertisers provide the finished video and accompanying copy or key details; ATM News does not create or produce the advertisement.

TikTok placements

Placement	Rate
Sponsored TikTok video post	\$175
Sponsored video + pinned placement for 7 days*	\$225
TikTok post + 7-day link in bio*	\$225
TikTok video + Story promotion (Instagram, 2 frames)	\$250

*Pinned video and link-in-bio options are subject to account features, availability and approval at the time of booking.

TikTok package

Three-video campaign — \$450

Three advertiser-provided sponsored videos published on an agreed schedule. Campaign dates and any additional placement options are confirmed in writing.

Creative and placement requirements

- Advertiser supplies final video, caption or key messaging, and any required links.
- Content must meet platform specifications and applicable advertising rules.
- ATM News reviews materials before accepting and scheduling a campaign and may decline content that is unsuitable or non-compliant.
- Pricing covers the listed placement only; production, editing, paid boosting and usage rights are not included unless agreed separately.

TikTok rates are introductory rates and may be adjusted as audience and campaign performance data develops. Reach, views, engagement, clicks and sales are not guaranteed.

Booking your campaign

Ready to advertise with ATM News? Contact us with your business name, preferred placement, campaign dates and a link or brief describing your product or service. We'll confirm availability, creative specifications and the final quote before the campaign is scheduled.

How it works

1. **Inquire:** Email your campaign details and preferred advertising placements.
2. **Confirm:** We'll confirm availability, pricing, posting dates and deliverables.
3. **Send creative:** Provide your finished ad materials for review by the agreed deadline.
4. **Approve and book:** Once the campaign details and payment terms are confirmed, your placement is scheduled.
5. **Campaign reporting:** Available platform metrics may be shared after publication, where applicable and agreed in advance.

Advertising terms

All advertisements and sponsored content are subject to review and acceptance by ATM News. Advertisers are responsible for the accuracy, legality and substantiation of claims in the materials they provide, and for having permission to use supplied images, video, music, logos and other content. Sponsored content will be clearly identified as advertising where required. Posting dates and deliverables are confirmed in writing before booking. Payment, cancellation, revision and reporting terms will be stated in the campaign confirmation or invoice.

LET'S WORK TOGETHER

Advertising inquiries

advertise@atm-news.com

atm-news.com