

✘ New life and tools for **Facebook advertising**?

Along with Timeline for brands, Facebook also introduced [Premium Offers and Ads](#), which function similarly to Promoted Tweets. Marketers can pay to get their ads or Sponsored Stories some better real estate on Facebook. You'll notice that also includes mobile ad placement.

E-marketers are given a guiding hand and new tools from Facebook to create a more natural advertising environment. But is it at the expense of the user experience?

The social network also has a new tool called the [Reach Generator](#). The Reach Generator allows advertisers to pay Facebook on an ongoing basis to sponsor one page post a day - and Facebook guarantees a 75-percent reach of a brand's page over the course of a month.



What's left?

The biggest change to user experience might be **logout ads**.

Now, when you log out of Facebook, you will see ads. Facebook calls this the "logout experience," and it's essentially a hit and run. You used to be directed to the sign-in page, and now you'll be greeted by an ad below the login portal instead.

37 million people log-out of Facebook every day, and now Facebook can leverage those exiting eyes.

[Via [DigitalTrends](#)]