

2018 NATIVE ADVERTISING PACKAGE



POINT OF BEGINNING

PUBLISH YOUR
CONTENT ALONGSIDE
OUR TRUSTED EDITORIAL

Professionals turn to *POB* for industry solutions and high-quality editorial. Now you can drive brand awareness as a thought-leader by publishing your sticky, buzz-worthy, non-commercial content alongside our trusted editorial in our print edition and on *POBOnline.com*. *POB* will then drive traffic to your dedicated content page through multiple channels!



NATIVE ADVERTISING PACKAGE **\$7,995 NET**

Package includes publishing one piece of your high-quality editorial labeled as “Sponsored Content” on its own Exclusive Content Page and promoted across multiple channels.

YOUR EXCLUSIVE CONTENT PAGE INCLUDES:

- Your shareable, buzz-worthy, non-commercial content including trending topics, lists, videos, photo slideshows and relevant/timely articles.
- Your logo and company description
- Full-page content placement in print

HOSTED ON POBONLINE.COM FOR 6 MONTHS:

- Your COMPLEMENTARY online display ads featured on your Exclusive Content Page:
 - 1 Leaderboard Ad (728x90 & 320x50)
 - 1 Medium Rectangle Ad (300x250)
 - 2 Skyscraper Ads (160x600)
- Your twitter widget or custom video player
- Link to drive traffic back to your website
- Your content appears in related keyword searches



FEATURED across all *POBOnline.com* pages for 30 days



HIGHLIGHTED in two deployments of *POB's* eNews
*Leads Available On Request



SHARED on *POB's* Facebook* & Twitter pages with a unique, customized hashtag



INCLUDES a full-page content placement in print edition

*Must have an active business Facebook page in order to be shared

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UPGRADE OPTIONS

CAMPAIGN EXTENSION: Extend your Online Native Advertising campaign from 6 to 12 months with our CAMPAIGN EXTENSION for an additional **\$1,835 NET.**

REQUIREMENTS & SPECIFICATIONS

FOR ARTICLES, INCLUDE THE FOLLOWING...

- Company logo (high-res, 300 wide) with transparent background
- 30-word company description
- 500-2,000 words of text
- Suggested headline and teaser
- Author byline and bio (author photo optional)
- Featured image (900x500)
- Photo credits or captions if applicable

FOR VIDEO CONTENT, PLEASE NOTE...

- Videos must be submitted as a digital file, fully edited and in the finished version.
- Under 5 minutes is recommended.
- VIDEO SIZE: Anything up to 1920x1080
- FILE SIZE: Under 2GB
- FORMATS: .mp4, .mov, .wmv, .flv, .mpg or .avi

NEED HELP CREATING CONTENT?

We can do that! BNP Media experts can work with you to create content. For additional products and services including print/digital advertising and dedicated eBlasts, contact your sales rep for pricing.



NOTE: We have the right to review and edit all sponsor content.



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