

NATIVE ADVERTISING



PUBLISH YOUR CONTENT ALONGSIDE OUR TRUSTED EDITORIAL

Professionals turn to *Prepared Foods* 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 online. We will then drive traffic to your dedicated content page through multiple channels!

NATIVE ADVERTISING PACKAGE **\$5,675 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.

HOSTED ON AN FBP WEBSITE FOR 6 MONTHS, 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
- Your COMPLEMENTARY online display ads featured on your Exclusive Content Page:
 - 1 Leaderboard Ad (728x90 & 320x250)
 - 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 PreparedFoods.com pages for 30 days



HIGHLIGHTED in two deployments of a *Prepared Foods* eNewsletter
*Leads Available On Request



SHARED on *Prepared Foods* facebook* & twitter pages with a unique, customized hashtag

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

UPGRADE OPTIONS

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

FULL YEAR PACKAGE: The Native Advertising Package is exclusive to one advertiser per month. Become a sponsor for the entire year (12 times) with our FULL YEAR PACKAGE for only **\$55,840 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.

Prepared
Foods

Contact your Prepared Foods sales representative to advertise today!

> www.PreparedFoods.com/ContactUs