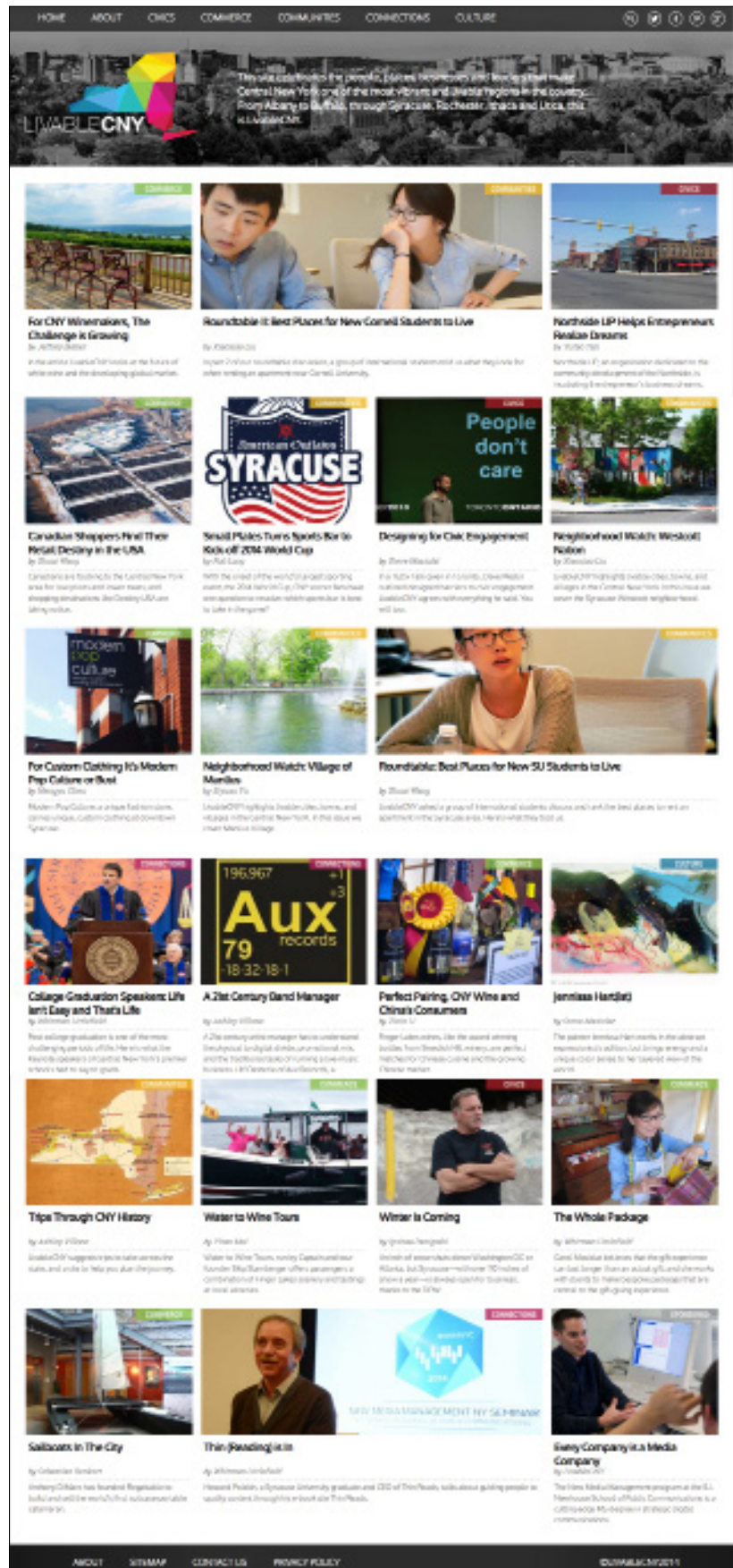# LIVABLE**CNY**

SponsoredContentProposal

Sponsored Content on LivableCNY

Sponsored content, also known as 'native advertising' is an effective way to reach interested readers as they seek content on a daily basis.

LivableCNY's sponsored content gives you excellent value in new media by delivering in three key channels:

- We place your content into the natural behavior of readers and information-seekers.
- We promote your content on multiple social media channels and develop the hashtags and other means to help you track effectiveness.
- LivableCNY is multi-lingual. If your market is in China, India, Latin America or Europe, we can make sure your message reaches that market.
- Our approach is built on a sustainable digital communications strategy. Our content managers help establish your Search Engine presence by using cutting-edge research in search engine optimization and algorithmic quality scoring.

Forbes Digital calls its sponsored content BrandVoice, an acknowledgement that they lend the power of their editorial authority to their advertiser's value proposition. At LivableCNY, we have cultivated a particular voice—smart, positive, original and honest—to lend credence to your marketing message.

LivableCNY's Approach to Google's Hummingbird Update

According to Matt Cutts, head of web-spam at Google, the search algorithm is now distinguishing sponsored from original content. Links included in sponsored content do not count toward

PageRank. That's why we offer a full set of organic and sponsored articles that build an effective online presence.

By writing about the issues affecting your customers—in addition to sponsored posts—LivableCNY helps you demonstrate that you understand their needs and offer both insight and solutions that meet customer needs.

Excerpt from the American Press Institute whitepaper on Sponsored Content

Why sponsored content is promising for news organizations

BY JEFF SONDERMAN AND MILLIE TRAN
PUBLISHED 11/13/13 7:22 PM

The potential for native advertising is enormous. For some publishers it's already more than just potential — BuzzFeed draws all of its revenue from the model; and more than 50 percent of the Atlantic's digital revenue is tied to native campaigns.

From the conversations at our summit we identified a few underlying reasons.

1. It fits better with news

Consumers operate in two different modes at different times, says Rebecca Davis, an executive vice president and group head at Ogilvy. One mode involves interaction and conversation. The other, she calls "direct response buying mode."

News audiences tend to be in the interaction/conversation mode, and so sponsored content makes more sense to reach them than transaction-focused display ads.

In other words, if most people come a news site to learn and be entertained, then brands can better reach them with sponsored content that also educates and entertains, rather than a display ad trying to sell a product.

2. It solves the modern problems of brands

Brand publishing 1.0 was about companies learning to create their own websites and publish content there. They got good at it, but also realized that no one finds it.

Brand publishing 2.0 is now about working with mainstream publishers to craft and distribute the brand messages where the people are.

Brands have a "content glut," says Sam Huxley, senior vice president of digital for PR giant FleishmanHillard. Brands are also increasingly driven by single missions and see themselves as having a story to tell, not just a product to sell. This is where sponsored content can be uniquely effective.

3. It works for mobile and small screens

Native advertising is a "silver bullet" for mobile revenue, says Erik Requidan, assistant director of sales for advertising firm Intermarkets. Sponsored content is much more effective on small-screen environments where you can't stick ads next to content, the ads have to be part of the content.

Politico and The Atlantic among others both see native advertising as one of the key strategies to closing the "mobile revenue gap" — the difference between their large and growing mobile readership and their relatively small mobile revenue.

4. Exclusive, premium value

Sponsored content is a model that still highly values a premium publisher's unique environment.

Unlike display ads, where all traffic across the web is commoditized and prices have fallen to the floor, sponsored content on a premium site is worth more than on a lesser website. Where display ads seek impressions and clicks in any context, sponsored content seeks to tap the unique value of one brand's relationship with its audience.

This is part of the reason sponsored content commands higher prices and is more difficult to disrupt through mass-market competition.

Sponsored content may even help to reverse the slide of display advertising.

Representatives at the summit from the Atlantic and Huffington Post said they often sell the brand sponsoring the content all the display ad positions on that web page as well. The display ads can reinforce the brand identity and may push a more direct-response message to complement the soft-sell approach of the sponsored content.

These display ads get much more engagement than average display ads that aren't paired with sponsored content.

OPTION	DESCRIPTION	PRICE
Ad Placement	Advertisement on article page Rectangle or skyscraper	$150.00/Spot 14 days
Ad Design	Creation of ad using client photography and LivableCNY optimized content. The design options are: Banner	
	Jpeg	$200
	GIF	$300
	Flash	$500
	Text	$150
	* Available on three platforms: website, social media and mobile	
Sponsored Content	800 word article & slide show	$700.00
Amplifier Article 1	Content written to maximize Content Quality Score and enhance online presence.	$800.00
Amplifier Article 2	Content written to maximize Content Quality Score and enhance online presence.	$800.00

OPTION	ADDITIONAL LANGAUGE OPTIONS	PRICE
Ad Design	Mandarin, Spanish, Korean	$200.00*
Sponsored Content	Mandarin, Spanish, Korean	$280.00*
Amplifier Article 1	Mandarin, Spanish, Korean	$320.00*
Social Media Promotion	Mandarin, Spanish, Korean	$150.00*

* Per language

Ad Packages

OPTION	DESCRIPTION	PRICE
Basic 1	Advertisement design + Prime placement	$300 14 days
Sponsored 1	Sponsored content + 1 x Amplifier post.	$1300.00 $1400.00 (w/ SocMedia)
Sponsored 2	Sponsored content + 2 x Amplifier post.	$2000.00 $2200.00 (w/ SocMedia)
Sponsored 3	Sponsored content + Social media (english)	$750.00
Amplifier 1	Amplifier content + Social media (english)	$850.00
Combination 1	Basic 1 + Sponsored 1	$1600.00 $1700.00 (w/ SocMedia)
Combination 2	Basic 1 + Sponsored 2	$2300.00 $2500.00 (w/ SocMedia)

* for additional languages, add 40% per language

Sponsored content &
online marketing for

CREEKWALK
C O M M O N S

June 22-September 30

Ad design	mobile, rect, FB	$525.00
Ad placement	7 blocks	$525.00
Sponsored Content	Option 2	
	w/ Social Media	$1,300.00
subTotal		$2,350.00
Translation	Mandarin	$940.00
Services Total		**$3,290.00**
Sales Tax		263.20
Total		**3,553.20**

June 22*

Publish 1st Sponsored Post
Rectangle Ad placement (site)
Banner ad placement (mobile)

Goals
· Increase Google PageRank for
  Target Page
· Provide inbound link for Target
  Page
· Communicate value proposition to
  pre-qualified leads in China

Deliverables
· Sponsored Content Story. Write
  content to communicate key
  value propositions for international
  students from China and India
  matriculating into the Newhouse
  School. These graduate students
  are actively searching for apart-
  ments for a one calendar year
  term starting July 1.
· Targeted Social Media.
  Tweets go out over Weibo and
  QQ, the two largest Chinese
  language social networks. Liva-
  bleCNY currently reaches 80% of
  the incoming Syracuse University
  graduate student population in
  China.
· Ads linking to the target page
  go up on LivableCNY posts and
  mobile site.

Co-occurring keywords
· Syracuse apartments
· rent
· apartment for rent
· apartment finder
· Armory Square restaurants

June 23-28

Design & Deploy Facebook deal
units for Creekwalk Commons

Goals
· Leverage social media channels to
  drive traffic to target page

Deliverables
· Facebook pages. 4 Posts with
  different CC images and $1,000
  offer targeted to SU students
  who sign a lease go up on Liva-
  bleCNY's Facebook deal page.
· Targeted Social Media.
  In addition to Twitter, notifications
  go out over Weibo and QQ, with
  the special offer and driving traffic
  to Target Page

Additional Option
· Conversion funnel design & de-
  velopment. The current Target
  Page design does not capture
  any lead information or create
  a low-friction conversion funnel
  to facilitate sales. LivableCNY's
  partner agency can re-design
  this crucial landing page to
  automate lead generation and
  create a better online buying
  system.

June 29

Publish 1st Amplifier Story

Goals
· Increase Google PageRank for
  Target Page
· Provide additional inbound link for
  Target Page
· Establish authority for new search
  terms and establish CC in a new
  conceptual realm.

Deliverables
· A story that adds new and rel-
  evant keyword search terms to
  Creekwalk Commons.

Possible focus: *Keeping a car in
the livable city*

Target page: http://www.creekwalkcommons.com/leasing/
* Provided client supplies all required copy and imagery.

July 6-19	July 20-31	August 1-September 30

Rectangle Ad placement (site)
Banner ad placement (mobile)

Publish 2nd Amplifier Story

Goals
· Increase Google PageRank for Target Page
· Provide additional inbound link for Target Page
· Establish authority for additional search terms as determined by keyword research.

Deliverables
· A story that adds new and relevant keyword search terms to Creekwalk Commons or Heuber Breuer.

· Keywords targeted to incoming graduate students in:
· Architecture
· Arts & Sciences
· Maxwell School/Public Policy
· Management
· Entrepreneurship
· Information Studies
· Engineering & Computer Science

Possible Phrases/ Keyword focus
· Best Landlords in Syracuse
· Innovative Thinking
· Maker spaces
· Public-Private Partnership
· ZipCar for Livable mobility

Rectangle Ad placement (site)
Banner ad placement (mobile)

Goals
· Drive Traffic to Target Page
· Develop pre-qualified wait-list

Review for continuation or additional marketing initiatives.

Strategize to reach the next wave of incoming foreign graduate students.

Rectangle Ad placement (site)
Banner ad placement (mobile)

Goals
· Drive Traffic to Target Page
· Develop pre-qualified wait-list

Strategize to position Creekwalk Commons to future graduate students and upperclassmen who keep high-end vehicles.

Begin marketing for tenant turnover

LIVABLE**CNY**

June 22-September 30

Ad design	Banner	
	Jpeg	$200.00
	GIF	$300.00
	Text	$200.00
Ad placement	14 days	$150.00
Sponsored Content	w/ Social Media	$750.00
subTotal		$1,600.00
	Sales Tax	128.20
	Total	**1,728.00**

June 30

Publish 1st Sponsored Post

Goals
· Position the Syracuse Chiefs as an essential CNY experience, and a unique day trip activity in Central New York
· Communicate targeted promotional events and game days to audiences outside the Syracuse area
· Provide inbound link for Target Page

Deliverables
· Sponsored Content Story. Write content to promote events and drive online search traffic from the central New York region to specific game day events.
· Targeted Social Media.
· Ads linking to the target page go up on LivableCNY posts and mobile site.

Co-occurring keywords
· Syracuse Chiefs Baseball
· Minor League Baseball
· Schedule

June 30 – August 31

Design and deploy Facebook deal units for the Syracuse Chiefs.
· Rectangle ad placement (site)
· Banner ad placement (mobile)

Goals
· Leverage the social media channels to drive traffic to web page and promote Saturday night game events
· Provide additional inbound links for the Target Page

Deliverables
· Drive traffic to Target Page
· Targeted Social Media

Target page: http://www.milb.com/tickets/tickets.jsp?sid=t552

Target page: http://www.milb.com/tickets/tickets.jsp?sid=t552* Provided client supplies all required copy and imagery.