



GEN BioPerspectives

Native Advertising Program - Content Types

Description

Educational content presented in your company's brand voice and promoted advertorial style in the editorial stream across GEN's digital properties under the "BioPerspectives" moniker. Establishes thought leadership around a technology or expertise. It's more than sponsored content. Create valuable insights that resonate with the audience. Use to develop a deep, ongoing dialog with your prospects within a receptive GEN editorial environment.

Content Format

Any combination of four

- 600-800 word article
- Expert Tips
- App Note
- Case Study with up to 2 images
- Infographic (charts/graphics/tables)
- Video of up to 3 minutes in length

Must adhere to GEN BioPerspectives content guidelines (non-promotional and subject to GEN editorial review)