

DISPLAY ADVERTISING

PROFILES

SPONSORED CONTENT



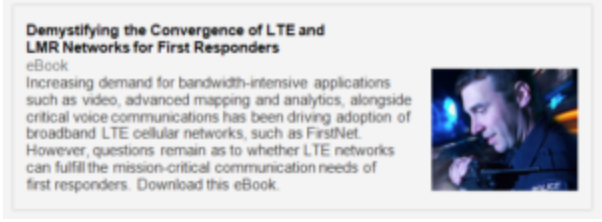
Categories as PDF

# Content Marketing Opportunities

Position your company as a thought leader and solution provider in the industry! Reach key decision-makers at their workplace or on the go, educate our members regarding the benefits of using your product or service, and improve the credibility of your company.

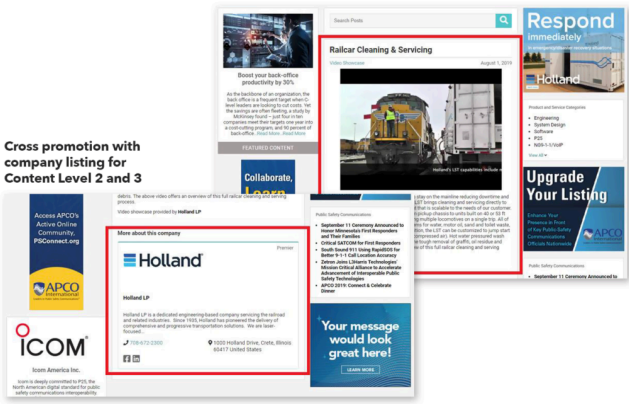
## Content Level 1 – Native Ad

- Headline (up to 10 words)
- Summary (up to 50-70 words)
- Featured Image (180×150 thumbnail)
- External Call to Action Link



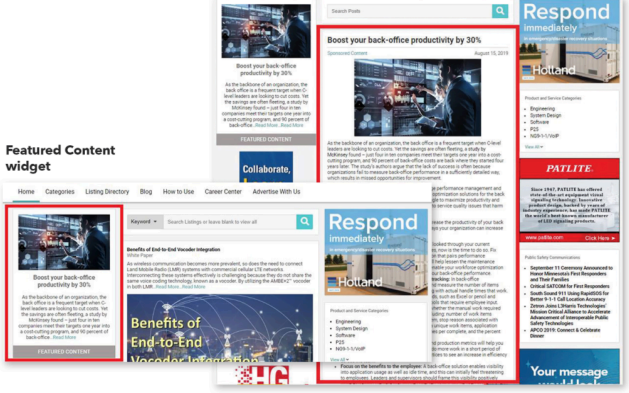
## Content Level 2 – Advertorial

- Headline (up to 12 words)
- Article content (up to 500 words – summary links to full article page)
- Featured image (500 pixels wide)
- External download or call to action link
- Cross promotional linkage to company's premier listing



## Content Level 3 – Sponsored Content

- Headline (up to 15 words)
- Article content (up to 2,000 words – summary links to full article page)
- Featured image (500 pixels wide)
- Additional images on full article page (up to 3)
- Multiple call to action links permitted on full article page
- Cross promotional linkage to company's premier listing
- Run of Site presence through Featured Content widget for 1st month



The association and Naylor will have final approval of text in the sponsored content. All ads are posted for one year. Options for extending content beyond one year are available. Contact your sales representative for additional details.

Rates are net. Reservation is on a first-come, first-served basis.



MarketBASE Content Marketing Specs

### CURRENT RATES (CPC-00024)

#### Sponsored Content

#### Rate

#### Content Level 3

(Sponsored Content)

☐ \$1,330.00



#### Content Level 2

(Advertorial)

☐ \$1,000.00



#### Content Level 1 (Native

Ad)

☐ \$780.00



REQUEST TODAY!

### Supplementary Charges

Artwork Creation

\$125.00