

# NATIVE ADVERTISING

Native advertising connects brands with engaged audiences by planting branded content directly into editorial streams. Simply, it is paid advertising made to look like news content or articles on media sites like Yahoo!, MSN or our very own *Spokesman-Review*.

## SPOKESMAN.COM NATIVE

- ◆ Homepage placement
- ◆ Image and headline displayed
- ◆ Labeled Sponsor
- ◆ Rotates with up to 4 other stories
- ◆ 1 and 2 week pricing options
- ◆ Story rotation for 6 months

### Sponsored



**This toxic vegetable is the No. 1 danger in your diet**

More sponsored stories:

Do you need an 'RFID-blocking' vest?

AI technologies fuel Xfinity customer support platforms

What you should know about your parents' money

Bridging the digital divide: Internet resources for low-income veterans in Spokane

Organize your finances and simplify your life

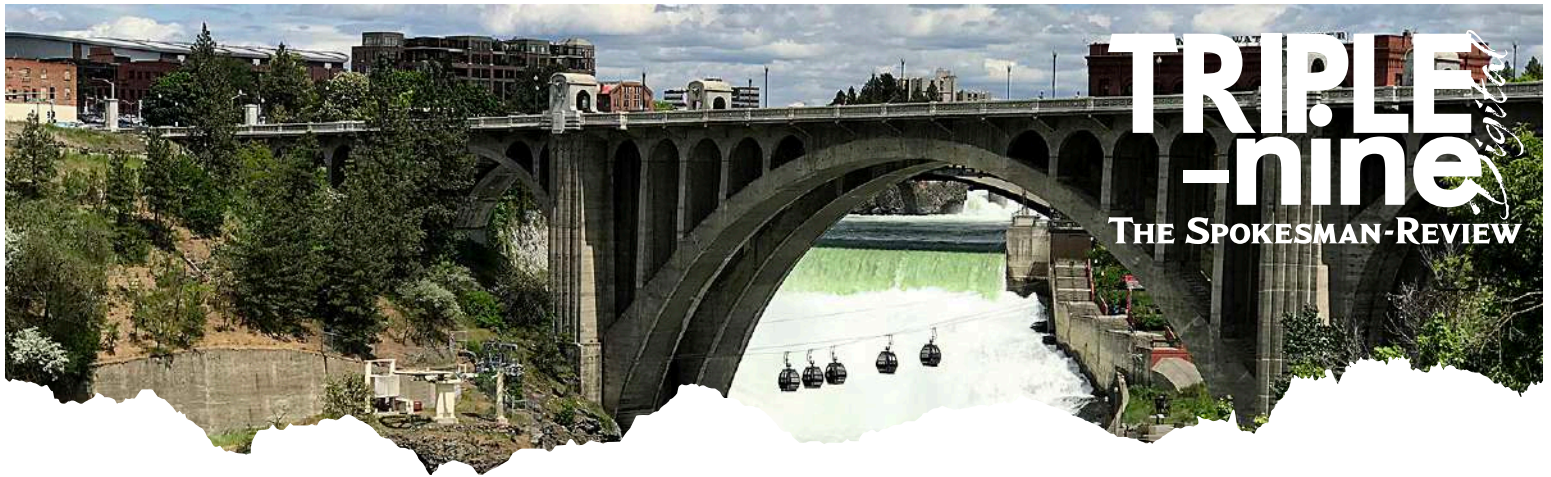
## SPECIFICATIONS

- ◆ Maximum of 700 words /Minimum of 200 words. 500 to 600-words ideal.
- ◆ Articles should include no more than 5 links. Links must be applicable to the article.
- ◆ Headline limited to 60 characters maximum.
- ◆ Each article includes at least one (1) image, and up to eight (8) images.
- ◆ Images must support the article.
- ◆ Video may be included.

## MSN, YAHOO! AND GOOGLE NATIVE:

- ◆ Ad placement within articles.
- ◆ Target users by gender, age, geography and interests and topics.
- ◆ Pricing based on Cost per Click to match your budget.





## Native Advertising / Sponsored Content Guidelines

### DIGITAL ARTICLES:

- ◆ Homepage placement
- ◆ Mixed in with Content
- ◆ Labeled Sponsor
- ◆ Image and headline
- ◆ Rotates with up to 4 other stories
- ◆ Available as a week or two week run
- ◆ Clicks through to an article page
- ◆ Will rotate through listed stories for 6 months
- ◆ Articles should be a maximum of 700 words and a minimum of 200 words. The ideal length is around the 500 to 600- word range.
- ◆ Articles should include no more than 5 links. Links must be applicable to the article. Links will open as a new window/tab.
- ◆ 40-45 characters for headline is recommended. 60 characters maximum.
- ◆ The advertiser statement at the bottom of the page must be no more than 40 words and cannot list an offer, mention competitors or make false statements. The advertiser's name will hyperlink to the advertiser's web page (this does not count as one of the 5 hyperlinks).
- ◆ The following information may be included in the Advertiser Info area:
  - ◆ Advertiser name
  - ◆ Phone number
  - ◆ Address
  - ◆ Website
  - ◆ **Logos will not be included**

### IMAGES:

- ◆ Images: Each article includes at least one (1) image, and up to eight (8) images.
  - ◆ Each image must be a minimum files size of 1 MB, 100 dpi or higher.
  - ◆ The main image that will appear on the story page should be 300X600 pixels.
  - ◆ The "tease" image that will appear on the Spokesman.com homepage above the headline should be;
    - ◆ If rasterized (JPG or PNG) 2500 x 1405 pixels.
    - ◆ If vector (SVG) 1142 x 642 pixels.
  - ◆ Images must support the article.
  - ◆ JPGs are recommended for the story page.

### VIDEO:

- ◆ If having video as part of your native advertising:
  - ◆ Video must pertain to the article.
  - ◆ Video must follow the same best practices that the article is subject to.
  - ◆ Video must be hosted on YouTube by client.
  - ◆ Unless there are specific requests for positioning a video elsewhere, videos are typically embedded at the end of each piece.
  - ◆ An image must still be supplied.





## Native Advertising / Sponsored Content Guidelines (cont)

### PRINT ARTICLES:

- ◆ The ad is typically designed to resemble a news story and can include a headline, body text, image, client name, contact information and logo. Fonts used are like a news story.
- ◆ These stories require the words 'Paid Advertisement' at the top of the ad. Word count can vary depending on what other elements are requested.
- ◆ A good article will typically be at least a quarter-page. A quarter-page ad (4.875" w X 10.5" h) with one photo has a maximum word count of 576. If more images or a larger primary image is requested, the maximum word count can drop by at least 100. Our design team can help you with assembling the materials.

### YAHOO!/MSN TARGETING:

- ◆ We can target users in the News Feed on Yahoo! and MSN via a link to our article on spokesman.com.
  - ◆ Link Headline max 50 characters
  - ◆ Link Body max 150 characters
  - ◆ Image 1200x627px
- ◆ All digital article content rules above apply.

### SOCIAL MEDIA:

- ◆ We can also share your article on The Spokesman-Review and Triple-Nine Digital Facebook pages.
- ◆ All digital article content rules above apply.

#### ◆ **Deadline:**

A minimum of 15 days in advance of when the advertiser needs to have it for approval.

### SUBMISSIONS:

- ◆ Send all assets (copy, images and/or video) to your Spokesman-Review Sales Executive and/or Triple-Nine Digital Sales Strategist and include the following:
  - ◆ Contact information, including advertiser name, company URL, address, and phone number
  - ◆ Photo or video link (advertiser is responsible for the rights to use the photo or video)
- ◆ All stories are subject to minor editing by The Spokesman-Review/Triple-Nine Digital Marketing staff for proper grammar, punctuation, and news style. Online articles also may receive additional edits for SEO purposes.
- ◆ If major editing is required, The Spokesman-Review/Triple-Nine Digital will communicate with the client.
- ◆ If requested, The Spokesman-Review/Triple-Nine Digital will provide a print ad proof or a screen shot prior to publication, and provide adjustments as needed to text, photos or design.

### PRICING:

#### ◆ DIGITAL:

Placement	1 WEEK	2 WEEKS
Spokesman.com	\$900	\$1750
Spokesman.com and S-R/999 Social Media Share	\$1000	\$1900
Yahoo! & MSN w/Targeting (Cost per 1,000 impressions)	QUOTED	

**NOTE: The above pricing is based on customer providing content and creatives. The Spokesman-Review/Triple-Nine can author the content/creatives for an additional \$200 to the above pricing.**

#### ◆ PRINT:

- ◆ Contact your Spokesman-Review Sales Executive for pricing.
- ◆ Pricing for print articles is based on
  - ◆ The rate card of the advertisers
  - ◆ The print product the article will run in
  - ◆ The quarterly investment level of the advertiser during the period the article runs.
- ◆ The frequency level the advertiser is earning during the period the article is running within.