

WHY SPONSOR CONTENT?

73% of consumers believe Sponsor Content has equal or greater value as non-sponsor content ¹, and purchase intent is **53% higher** for native ads.²

MassLive.com and The Republican are partnering to grow the reach of your Sponsor Content. We will publish a Sponsor Content article highlighting your business as an industry expert in BOTH of our trusted news sources. Your article will enable your business to offer relevant, valuable content to engaged and clearly defined audiences while receiving **100% share of voice.**

CONTENT MARKETING CAN HELP:

- Tell your business' **story**
- **Differentiate your brand** in the marketplace
- **Communicate** thought leadership
- Establish and demonstrate **industry expertise**
- **Engage customers** in multi-channel platforms
- Fuel social media **strategies**

WHAT'S INCLUDED:

- **Full Page Ad Space** in The Republican's Business Monday section, with full process color
- **Native Ad Unit on MassLive.com** with 50k targeted impressions, video-enabled
- **Professionally Written Article**
- **Reporting Analytics** and insights provided (digital component only)

82%

LIFT IN BRAND AWARENESS GENERATED BY NATIVE ADVERTISING SUCH AS SPONSOR CONTENT.³



For more information on our Content Marketing Solutions, contact your sales representative.



Source: 1. Content Marketing Institute; 2. HubShout 2015; 3. Dedicated Media "The Power of Native Advertising", September 2013.
* Pricing based on annual commitment, frequency pricing per article published.