

### WHY SPONSOR CONTENT?

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

MassLive.com and The Republican are teaming up to further the reach of your Sponsor Content. Your article will be published in BOTH of our trusted news sources' Business Insight section. 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

#### AVAILABLE PACKAGES

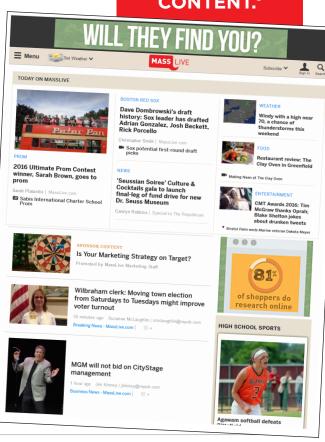
Cor	mmitment*	1X	3X	6X	12X
	COST:	<b>\$3,000</b> ea.	<b>\$2,850</b> ea.	<b>\$2,700</b> ea.	<b>\$2,550</b> ea.

#### 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 and 25k promotional impressions, videoenabled
- Professionally Written Article
- Reporting Analytics and insights provided (digital component only)

#### **Available Enhancements:**

- Video Creation (\$1,000, production in one location, up to 2 hour shoot with natural lighting)
- Social Media Boost (\$500, Facebook only)
- Extended Reach across national network of sites (\$2,000, includes 50k impressions)





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.

# 82%

LIFT IN BRAND AWARENESS GENERATED BY NATIVE ADVERTISING SUCH AS SPONSOR CONTENT.<sup>3</sup>