

### 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

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

#### 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, video-enabled
- 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)

# 82%

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

