

Sponsored Content

PLACEMENT: The Sponsored Content article will be displayed on the home page of the MarketBASE for the initial month purchased, and will continue to live on the site indefinitely in the Blog's content feed, searchable by keyword.

SPECS:

- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 15 words
- Article Body: Up to 2,000 words
- Article should focus on products/services relevant to the industry of the online buyers' guide.
- One featured image can be included, as well as one company logo (size will scale down to fit website columns)
- Featured image will show full size on the article, but will appear in a thumbnail size on the main content feed.
- Multiple hyperlinks can be included.

CONTENT GUIDELINES:

- Content should be geared toward a relevant product/service topic within the buying and selling exchange. Content should identify an issue and/or solution that would benefit buyers and suppliers in the industry.
- Content should be independent of the particular advertiser, and the overall message and tone should not be promotional in nature.
- The Association reserves the right to review and edit any sponsored content as it deems necessary to meet the above requirements prior to publishing.

Native Advertising

PLACEMENT: The Native Advertising ad option will be placed within the main content feed of the MarketBASE site, where it will continue to live on the site indefinitely and be searchable by keyword.

SPECS:

- Content should be supplied in a Word document. Image can be supplied as a separate file.
- Article Headline: Up to 10 words
- Article Summary: Up to 50 words
- 1 call to action link
- 1 featured image (size will scale down to fit website columns)

CONTENT GUIDELINES:

- Native Advertising is a true-text based advertisement that is promotional in its messaging. This message can reference whitepapers, case studies, product releases, etc.
- Native Advertising is a typical ad in HTML form, and should not require Association review or approval prior to posting.

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