

Maximize ROI with Targeted Sponsored Content

Savvy advertisers understand that delivering targeted, timely and relevant content is key to capturing customers' attention and boosting sales. Naylor collaborates with you to create impactful content such as articles, blog posts, white papers, ebooks and more, all tailored to align with your content strategy. Elevate your company's reputation as an industry thought leader with Naylor's help today.

If your company's goal is to...

Educate Customers | \$6,500

- 2,500-word white paper, case study or ebook
- Interview up to three (3) subject matter expert sources
- Professionally designed to follow your company's branding
- Advertiser can submit up to three (3) high-resolution photos/logos
- Delivered in PDF format for seamless digital distribution
- Six (6)-week turnaround

Spotlight Success | \$4,000

- 1,200-word case study
- Interview up to two (2) subject matter expert sources
- Professionally designed to follow your company's branding
- Advertiser can submit two (2) high-resolution photos/logos to run with the article
- Delivered in Word and/or PDF format for seamless digital distribution
- Five (5)-week turnaround

Share Expertise | \$1,500

- 500-word article or blog post
- Interview one (1) subject matter expert source
- Advertiser can submit one (1) photo/logo to run with the article
- Delivered in Word format for seamless print or digital distribution
- Four (4)-week turnaround

Contact your
Naylor sales
representative
for more info.

Rates do not include advertising placement cost or lead generation services.