

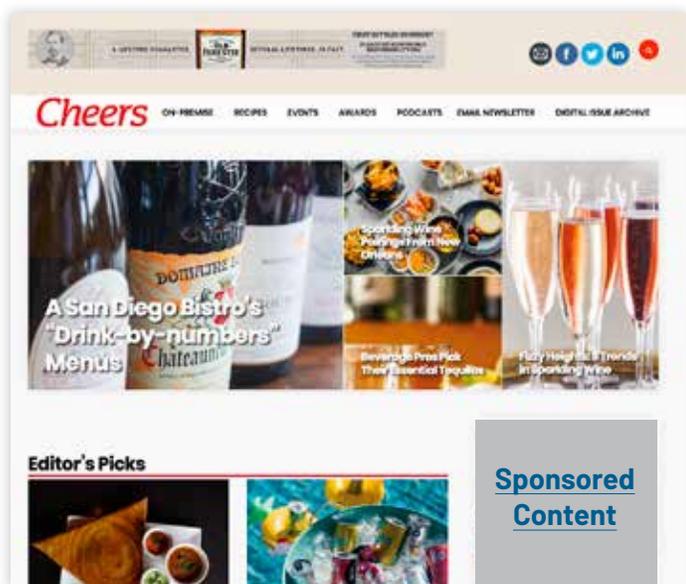
# REACH TARGET CUSTOMERS AND GENERATE LEADS with *Sponsored Content*

**Reach** our highly engaged audience with **Sponsored Content** in a professional environment across desktop, tablet and mobile.

Sponsored Content, also known as **Native Advertising**, is designed to capture the attention of your target audience, engage the readers, boost your brand's relevance, and establish your brand as a thought leader.

## How to get started....

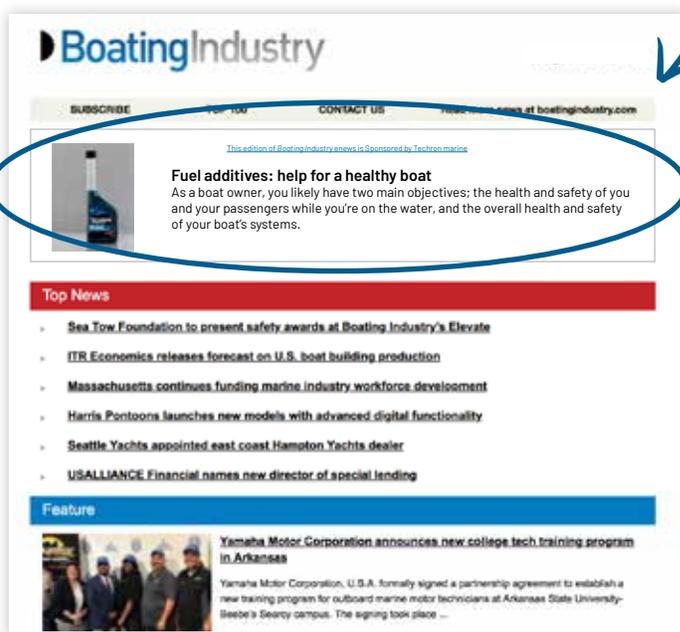
- ▶ You provide *engaging* educational content relevant to your brand
- ▶ Your editorial will appear on the home page "sponsored content section" and will rotate through articles. Your image will link to a custom landing page containing all the components outlined below.
- ▶ Your online content will be archived, categorized and searchable on the website.



## Still want more.....

- ▶ Include your sponsored content in an issue our newsletter as part of the newsfeed for additional exposure. (one position available per issue)

Our experienced team will be by your side to guide you through the process and ensure your content is relevant, educational and impactful to our audience.



## Material requirements:

Provide two images (759 x 597) one video (YouTube or Vimeo), your logo and editorial content of 500 words preference but not required.



**Beverage Information**  
GROUP



**Power Information**  
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**Contact your Account Executive today for additional details!**