

CONTENT MARKETING

Native Advertising is a type of content marketing in which the advertiser gains attention by providing content in the context of the user's experience. Labeled "Partner Content," native ads follow the form and function of DMN's different platforms.

GUIDELINES:

Advertiser provides partner content. These can be point-of-view pieces that also offer learning in such areas as best practices, trends, take a stand on a current issue, or present a solution to a common marketing challenge.

The content should be:

- Non-commercial, focused on thought leadership
- Between 500 and 1,000 words
- All submissions are subject to DMN's editorial approval

DMN can be commissioned to create partner content as well.

PROMOTION:

Week 1

- 3rd story on DMNews.com homepage
- 3rd story on Daily Insider for 2 days
- 2 DMN tweets

Week 2

- 5th story on DMNews.com homepage
- 5th story on Daily Insider for 2 days
- Story tagged under keyword reflective of topic
- Companion display banners 970x90 and 300x250 running along advertiser's sponsored content
- Archived on DMN for 1 year



NATIVE ADVERTISING	6 articles	3 articles
Partner Content by Advertiser	\$17,845	\$10,497
Partner Content by DMN	\$43,599	\$25,647