BASIC ARTICLES
CLICKOUT CONTENT
CONTESTS
FLIP BOOKS
INFOGRAPHICS
LONGFORM ARTICLES
INTERACTIVE MAPS
QUIZZES
VIDEOS
MICROSITES
BRANDED CONTENT

BASIC ARTICLE

Custom editorial-like article that is created for an advertiser based on their branding strategy, marketing goals and target audience. Articles are written in a neutral tone that is consistent with the newsroom-created content that surrounds it. Pieces are not written about the advertiser themselves, but rather their industry or topics they wish to be associated with. Word count ranges from 400 to 600 words.

BEST USE:

Advertisers interested in establishing themselves as an expert in their industry and want to have their brand associated with the kind of content one would find on a premium news site. The most successful campaigns are those that strive to educate readers who may be in the research phase of the buying cycle.

NEEDED FROM CLIENT:

- Logo
- 600px+ wide image
- Dates For Campaign
- Target Audience
- 300x250 or 300x600 Ad
- 728x90 Ad
- 320x50 Ad
- Click-thru URL
- Verified Facebook Page
- Social RSS Feeds
BRANDED CONTENT

CLICKOUT CONTENT

Informative, reader-engaging “branded” content that is written by the advertiser (usually in the form of a blog) and hosted on their website. Links to the advertisers content is promoted in-feed with the trusted news, sports and cultural content on the largest media site in the Philadelphia region.

BEST USE:

This type of native advertising is ideal for brands that are looking to drive more traffic to their website or blog. Can also be used as a solution for campaigns that require a quick turnaround.

TIP: This content works best if advertiser has an insightful blog. Readers should feel they have earned something from this content.

NEEDED FROM CLIENT:

• 3 - 4 Blog URLs
• Thumbnail images
• Dates For Campaign
• Target Audience
BRANDED CONTENT
CONTESTS

Contests are either register-to-win entry forms or quizzes that require readers to either submit videos and pictures, or take a questionnaire that tests their knowledge on a specific topic. Participants’ data is collected (such as name, email address and zip code) and provided to the advertiser at the end of the campaign.

BEST USE:

Great for sharing on social media or building simple brand association. Can also generate leads or foot traffic into stores if we include coupons or offers after readers enter the sweepstakes/contest. Registration helps collect emails for newsletters, as well as helping to build the advertiser’s own lists.

NEEDED FROM CLIENT:

- Logo
- 600px+ wide image
- Prize Awarded
- Dates For Campaign
- Target Audience
- Hashtag desired (optional)
- Information wanted for email database
- 728x90 Banner Ad
- 320x50 Banner Ad
- Click-thru URL
- Verified Facebook Page
Similar to a digital magazine, a flip book is a creative approach to showcasing a variety of articles and high-resolution photography that is animated and interactive. Readers are able to digitally “flip” pages, creating a personalized feel that allows them to engage with a client’s brand for a longer period of time. A flip book also provides advertisers the option to shape the flip book into a cook book, photo gallery, retail look book or tourist guide.

BEST USE:
The digital flip book can be used to highlight advertisers who offers real estate, home improvement, sports, retail, food and beverage, tourism/travel, health, auto, and beauty services. This format is best used when a variety of products and information will be shared with readers.

NEEDED FROM CLIENT:
- Logo
- 600px+ wide image(s)
- Company Name
- Dates For Campaign
- Target Audience
- 728x90 Banner Ad
- 320x50 Banner Ad
- Click-thru URL
- Verified Facebook Page
An infographic is an illustration of information, that typically incorporates compelling statistics and information, to create a story about a specific topic that is better understood visually. The graphic contains animations throughout the piece to keep the attention of readers for a longer period of time, versus having a static image. Thus, overall engagement with a piece will increase.

**BEST USE:**

Infographics work best for topics on finance, health and wellness, insurance, education, and topic that is fact and number driven. There should be added copy around the visual to reinforce the message for the reader.

**NEEDED FROM CLIENT:**

- Logo
- 600px+ wide image(s)
- 728x90 Banner Ad
- 320x50 Banner Ad
- Click-thru URL
- Dates For Campaign
- Target Audience
- Statistics
- Verified Facebook Page
BRANDED CONTENT
LONGFORM ARTICLE

Custom editorial-like content that is created for an advertiser based on their branding strategy, marketing goals and target audience. Multi-media components such as large photos, interactive elements, video, etc. are often included in order to increase relevancy and keep the attention of the reader. Long form articles are written in a neutral tone that is consistent with the newsroom-created content that surrounds it. Word count ranges from 750 to 1,000 words.

BEST USE:

Great for advertisers with products or services that are best displayed visually. Food, travel, fashion, where readers want to see examples and variations. These aren’t specifically about the client, but rather telling a story that may involve the client. (i.e. Top Fall Wedding Trends, several photos of dresses, cakes, flowers brought to you by a wedding venue, destination wedding resort, or even a local events group)

NEEDED FROM CLIENT:

- Logo
- 600px+ wide image(s)
- 728x90 Banner Ad
- 320x50 Banner Ad
- Click-thru URL
- Dates For Campaign
- Target Audience
- Verified Facebook Page
BRANDED CONTENT
INTERACTIVE MAP

The interactive map is a clickable map that showcases specific locations. Each location is represented by an icon (whether that be a pinned drop location, flag, etc.) that, when selected, showcases a window of information and links. The remainder of the map can contain an article to highlight additional information on each location.

BEST USE:

The map is best for location-based information (Hotspots, venue locations, points of interest). There should still be an overarching story or some form of information the reader gets out of the map, other than promoting a clients’ products/services.

NEEDED FROM CLIENT:

- Logo
- 600px+ wide image(s)
- 300x250 Banner Ad
- 728x90 Banner Ad
- 320x50 Banner Ad
- Click-thru URL
- Dates For Campaign
- Target Audience
- Locations
- Verified Facebook page
BRANDED CONTENT QUIZZES

Trivia-based or personality-based quizzes include 6 to 10 questions on a specific topic to help advertisers learn more about their audience’s interests and buying habits. At the end of the campaign, clients will receive a database of participants’ information (name, email address, phone numbers, zip codes, etc). To increase engagement, prizes can be awarded to participants.

BEST USE:

Quizzes are ideal for advertisers who want to create an interactive, personalized piece that allows readers to engage with their brand. This format is great to educate readers by testing their knowledge about a subject, or indirectly promoting specific products or services by allowing the consumer to see how it would fit into their lifestyle (by tying the results back to the goal of the campaign).

NEEDED FROM CLIENT:

- Logo
- Question Ideas
- 600px+ wide image(s)
- 728x90 Banner Ad
- 320x50 Banner Ad
- Information wanted for email database
- Click-thru URL
- Dates For Campaign
- Target Audience
- Verified Facebook Page
BRANDED CONTENT VIDEO

Videos range from 45-seconds to 2 minutes and bring a story to life with first-person-based stories that either educate the public on a specific topic, feature a personal experience for a human-interest angle, or showcase a fun idea that is in relation to a particular product, event, or topic, (such as a recipe video to display a client’s products, a man-on-the-street trivia video to quiz participants on a particular event).

BEST USE:

Videos are ideal for advertisers who want to inform or entertain readers with a more enjoyable approach, which also allows them to interact with the advertiser’s brand on a personal level. Videos can be used to educate readers by testing their knowledge about a subject, or indirectly promoting specific products or services by allowing the consumer to see how it would fit into their lifestyle.

NEEDED FROM CLIENT:

- Logo
- Target Audience
- Verified Facebook Page
- Dates For Campaign
- Sources to Interview
**BRANDED CONTENT MICROSITE**

Microsites are all-encompassing landing pages dedicated solely to one advertiser that feature a variety of branded pieces, from quizzes and infographics to articles and videos. The microsite houses all pieces in one location, allowing readers to engage with the brand and content for a longer period of time.

**BEST USE:**

Microsites are ideal for advertisers who would like to highlight many different topics through a variety of formats that is owned entirely by them. A microsite is great a foundation to build off of month-to-month, allowing advertisers to add additional content as a campaign continues.

**NEEDED FROM CLIENT:**

- Logo
- 728x90 Banner Ad
- 320x50 Banner Ad
- Click-thru URL
- Dates For Campaign
- Verified Facebook Page