

PLEASE SEND US:

- ☐ A headline (75 characters or less)
- ☐ Article copy (550-word maximum for one page, 1,100-word maximum for two pages)
- ☐ One high-resolution photo (300 dpi) in .jpg or .png format
- ☐ Author name, headshot and a brief bio
- ☐ Links to your social media accounts (we'll tag you)

BEST PRACTICES

Sponsored content is an attractive option for advertisers looking to communicate their industry expertise in greater detail than a traditional print or digital advertisement. By telling your brand's story in the form of an article, you will stand out from traditional advertising with these benefits:

- Establish your brand as a thought leader in the industry
- Share your brand's expertise
- Provide in-depth content in an engaging way to the Wood Floor Business audience
- Capitalize on an increasingly popular form of advertising

WHAT MAKES FOR EFFECTIVE SPONSORED CONTENT?

Quality Sponsored Content starts with the audience in mind first, not your sales pitch. Effective Sponsored Content educates and informs the reader while only subtly (if at all) referencing your brand. Some companies decide to hire freelance journalists to write Sponsored Content, ensuring the article is of sound journalistic quality. Ask yourself:

- Is this content written with the Wood Floor Business audience in mind?
- Are we sharing our expertise with the audience rather than simply pitching our products?
- Is the information included in the article objective?
- Will the reader benefit from this content?
- Will our headline attract readers beyond those familiar with our brand?

If you answered "yes" to the questions above, you're on your way to creating quality Sponsored Content that will resonate with our audience!



TECHNICAL QUESTIONS? CONTACT:

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