

## DIGITAL SPONSORED CONTENT SPECIFICATIONS (NATIVE)

WEBSITE AD	DIMENSIONS	FILE SIZE	FILE FORMAT	RESOLUTION	HEADLINE	BODY	URL
NATIVE	3:2 Aspect Ratio (ex: 1080x720)	750kb	.jpg, .png	High	<b>Recommended</b> <35 characters  <b>Max</b> 75 Characters  <b>Min</b> 20 characters	Short description for your link  <b>Max</b> 255 characters  <b>Min</b> 40 characters	Image must be clickable and lead to article/post

## PRINT SPONSORED CONTENT

Word maximum of 550 for one page and 1,100 for two pages

## 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!



### READY TO GET STARTED? CONTACT:

**KENDRA GRIFFIN**  
**National Account Director**

(800) 722-8764 ext. 107  
 Direct: (608) 467-1084  
[kendra@woodfloorbusiness.com](mailto:kendra@woodfloorbusiness.com)



### TECHNICAL QUESTIONS? CONTACT:

**MARJORIE SCHULTZ**  
**Digital Production Manager**

(608) 729-4208  
[marj@woodfloorbusiness.com](mailto:marj@woodfloorbusiness.com)