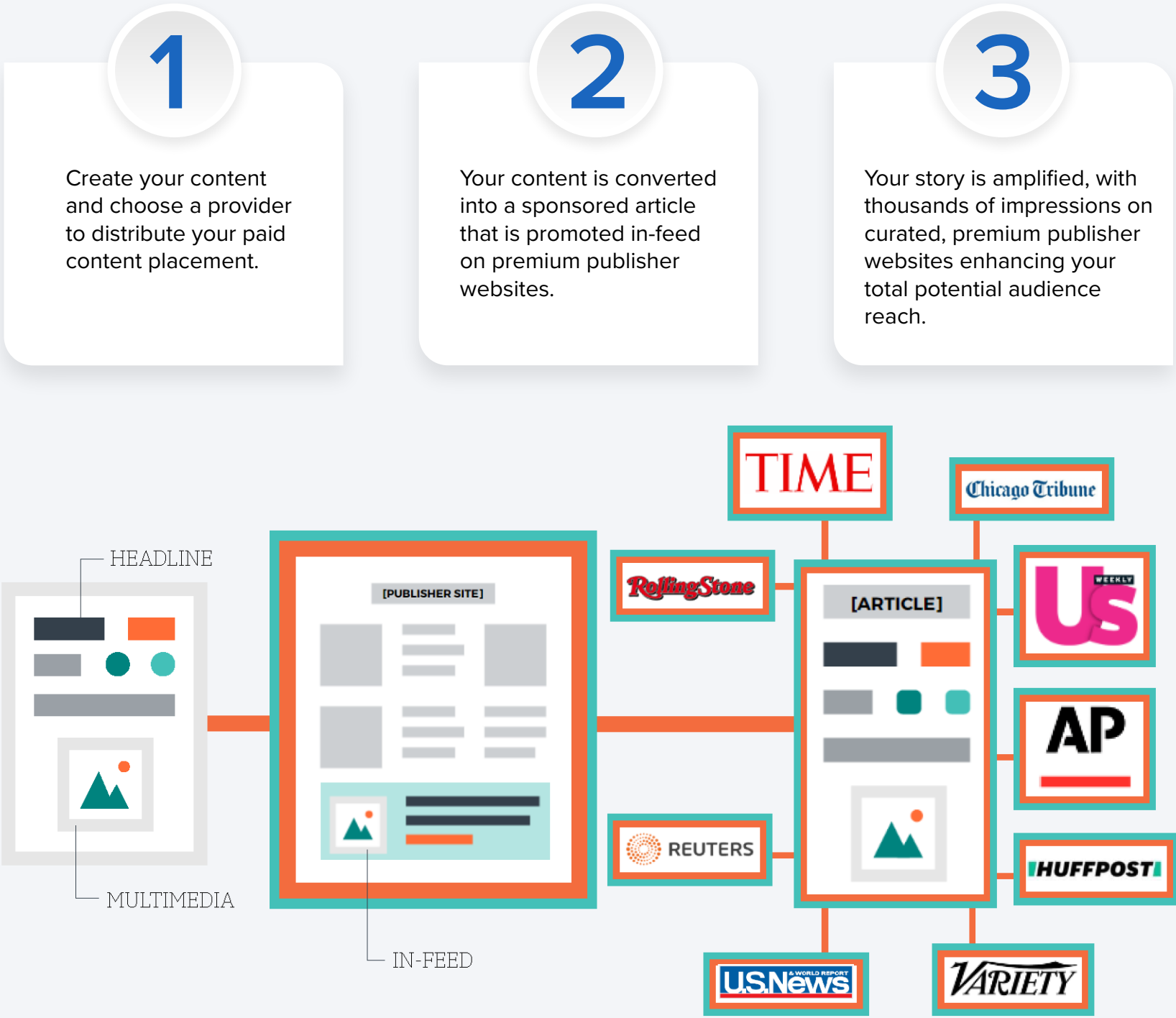


AN OVERVIEW OF PAID CONTENT PLACEMENT

What is Paid Content Placement?

- Paid content placement dates back to the early 1900’s when companies paid to publish advertorials, which are advertisements written in the style of editorial content.
- As publications moved online, so did sponsored content. Around 2010, native advertising began to appear in online publications, nearly 100 years after they first appeared in print.
- As part of a multichannel comms strategy, strategic communicators are turning press releases, articles and thought leadership pieces into paid content placement.
- Users receive measurable results of their paid placement including total impressions and clickthroughs.

How does Paid Content Placement Work?



What Makes a Successful Paid Content Placement?

Content that educates, informs and engages the audience

Creating an easy-to-read format with small paragraphs, embedded multimedia, bolded subheadings and bulleted lists

Using an authentic tone of voice throughout that tells an interesting story

Including a call-to-action that adds value and extends the story