



**Diana Watson**

ADVERTISING AND MARKETING OFFICE

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## Online Sponsored Content and Social Media



### WHAT IS SPONSORED CONTENT?

Sponsored content allows your business to expand on your brands message to your target audience in a closer and more intimate manner than traditional print and online advertising. By writing about your brand and supplying informative content, you can achieve a better understanding of your product and form a closer bond with your customers.

Thousands of people search every day for information on a new product or service. Your can help inform them right at the start by giving them truthful and quality benefits right the first time and prevent potential misunderstanding.

### WHAT'S INVOLVED

There are three main parts to the Sponsored Content program.

#### 1 ONLINE ADVERTORIAL



There will be an article, or advertorial, for the message you want to promote. It will be located in our Sponsored Content section of the site.

#### 2 360° VIDEO



360° Video is an exciting new way to showcase your business. Allow students and customers to virtually explore your location right from their device.

#### 3 SOCIAL POSTS



Your message will be posted to Facebook once a week as a sponsored post and tweeted out on Twitter three times per week. This connects you directly with the Gazette's 5500+ Facebook followers, and 9600+ Twitter followers.

### GAZETTE SPONSORED CONTENT RATES

Interactive Social Campaign	À la carte
ADVERTORIAL	ADVERTORIAL \$190
360° VIDEO \$550	360° VIDEO \$125
SOCIAL POSTS	SOCIAL POSTS \$300

Prices are weekly. Please add HST. Advertorial is online only.

### GAZETTE MEDIA REACH

Gazette Online	80,000 avg. Sessions
Facebook	5,500 Likes
Twitter	9,700 Followers
<b>Total Reach</b>	<b>95,200 monthly</b>

**Reach:** the total number of people exposed during a given period.

### ADVERTORIAL GUIDELINES

The advertorial will be presented similar to other written articles on The Gazette website. Every advertorial includes a photo or illustration at the top of the article and give credit to the photographer or source (a licence to use the supplied image is required). The advertorial will be differentiated from the rest of the site content by being presented under the 'sponsored content' section and it will carry a disclaimer at the end stating the non-involvement of the editorial department in the creation of the advertorial content. Good taste and judgment should govern all advertorial content.

### The following are specific prohibitions on content:

- Plagiarism of content from other sources
  - Defamatory or libellous statements
  - Stereotypes and derogatory content regarding race, gender, age, religion, ethnicity, sexual orientation or social status
  - Anything promoting illegal activity
  - Anything promoting the sale of sexual services
  - Anything that is inconsistent with University policies dealing with discrimination and harassment or contrary to human rights legislation
- Other prohibitions may apply and will be judged on a case-by-case basis. The Editor-in-Chief reserves the right to refuse publication of any advertorial content.