



**Diana Watson**

ADVERTISING AND MARKETING OFFICE

ph.519.661.2111 ext. 89013 • cell 226.268.7218 • [dwatso4@uwo.ca](mailto:dwatso4@uwo.ca)

## Online Sponsored Content and Social Media



### WHAT IS SPONSORED CONTENT?

Sponsored content allows your business to expand on your brand's 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. You 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 ARTICLE



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 IN-STORY AD



An In-Story ad linking to your sponsor content advertorial helps direct visitors to your message. This ad shows up site-wide in all articles.

#### 3 SOCIAL CONNECTION



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 5200+ Facebook followers, and 9500+ Twitter followers.

### GAZETTE SPONSORED CONTENT RATES

Full Campaign		Social Posts	
ADVERTORIAL			
WEBSITE AD	<b>\$1000</b>		<b>\$300</b>
SOCIAL POSTS	<b>WEEKLY</b>	SOCIAL POSTS	<b>WEEKLY</b>

Website Ad (In-Story) can be substituted for any other 300x250 location. 5000 weekly impressions are included. Extra impressions can be added at the current CPM rate.

### GAZETTE MEDIA REACH

Gazette Online	<b>80,000 avg. Sessions</b>
Facebook	<b>5,200 Likes</b>
Twitter	<b>9,500 Followers</b>
<b>Total Reach</b>	<b>94,700</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.