

CONTENTIVE

MEDIA PACK

Advertise with us and build your brand's authority and awareness within the finance industry



The Leading Voice Broadcast - *Take the lead!*

Introducing "The Leading Voice," a live LinkedIn Broadcast hosted by you and your invited speaker, aimed at a targeted Contentive audience. This dynamic package is designed to help B2B technology brands break through the noise, boost brand awareness, and generate quality leads. Engage directly with your audience through interactive, live-streamed events that position you as a thought leader in your industry. The broadcast will appear live on LinkedIn. The leading voice provides diverse, high-quality content generating brand awareness, developing thought leadership, lead generation and content creation.

Product Details:

- Kick-off call with the Content Studio Team to discuss theme, speakers, date and time.
- Name of the event: 75 characters max
- Event Description: 150 words or less
- Event Cover Photo (LinkedIn): 480 pixels, 16:9 recommended
- Your Logo: 300x300 pixels (.png and transparent background)
- Your Partner Logo: 300x300 pixels (.png and transparent background)
- Newsletter Banner: 690x100 pixels
- LinkedIn Ad Creative: 1200 x 627 pixels

Newsletter Lead Sponsor - *Book early!*

Our premier newsletter sponsorship not only guarantees prime placement for your brand in our daily newsletter, but also provides a high-impact position ideal for a direct response campaign. Your promotion will be the first element our audience encounters upon opening the newsletter, and the consistent visibility from Monday through Friday will help reinforce your message. The comprehensive sponsorship package includes a top and bottom banner, and a sponsored content feature with clickable logo that seamlessly directs readers to the client's content.



Weekly Product Details:

Delivery: Weekly (5 sends)

Include:

- Newsletter Top and Bottom Ad (690 x 100)
- Newsletter Sponsor Placement
- Logo: sized 200 x 200 (square dimensions are mandatory)
- Headline (hyperlinked): 40 characters or less
- "Sponsored by" strapline: 40 characters or less
- Super Leaderboard Ad (70x100)
- Summary: 150 characters or less, including spaces and hyperlinked call to action
- Hyperlink: Landing page URL (to be included in the body)

Monthly Product Details:

Delivery: Monthly (4 sends)

Include:

- Newsletter Top and Bottom Ad (690 x 100)
- Newsletter Sponsor Placement
- Logo: sized 200 x 200 (square dimensions are mandatory)
- Headline (hyperlinked): 40 characters or less
- "Sponsored by" strapline: 40 characters or less
- Super Leaderboard Ad (70x100)
- Summary: 150 characters or less, including spaces and hyperlinked call to action
- Hyperlink: Landing page URL (to be included in the body)

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Newsletter Category Sponsorship - *Book often!*

Sponsoring a dedicated section of our newsletter connects your brand with an engaged audience actively seeking industry insights. This strategic placement allows you to align your message with content that resonates with readers, reinforcing your brand's association with the solutions that matter most to them.

Positioned between editorial content and third-party coverage, your sponsorship creates an impactful moment when readers are most receptive to learning about the challenges you solve. This prime visibility offers the perfect opportunity to highlight your company's offerings and direct readers to your website or demo booking page.

Tailored Sponsorship Options to Fit Your Needs

Contentive offers pre-set categories that align with our editorial calendar, designed to address timely topics and cater to the interests of our audience throughout the year. If you have specific needs, we can also create bespoke sponsorship opportunities tailored to your unique solutions—whether it's in Tax, Accounts Payable, Cybersecurity, ESG, or other relevant sectors.

Product Details:

- Delivery: Weekly (5 emails)

Include:

- "Sponsored by" Strapline: 40 characters or less
- Logo: 200x200 pixels (square dimensions required)
- Headline (hyperlinked): 40 characters or less
- Summary: 150 characters or less, including spaces, with a hyperlinked call to action
- Hyperlink: Landing page URL to be included in the body

Newsletter Featured Placement - *Weekly - Make it count!*

Showcase your sponsored content in the Top section of our newsletter, seamlessly linking to your website. Integrating your sponsored content grabs our audience's attention while they actively seek industry news and information. Positioned alongside our articles and coverage, this placement is ideally suited for thought leadership-oriented content such as white papers, webinars, and infographics.

Product Details:

Delivery: Weekly (5 sends)

Include:

- Logo: sized 200x200 (square dimensions are mandatory)
- Headline (hyperlinked): 40 characters or less
- "Sponsored by" strapline: 40 characters or less
- Summary: 150 characters or less, including spaces and hyperlinked call to action
- Hyperlink: Landing page URL (to be included in the body)

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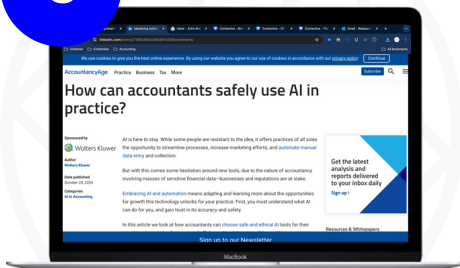
Mailshot - *Sprinkle generously!*

An exclusive mailshot sent to our readers, dedicated entirely to your message. It comes from Contentive, ensuring our readers trust the content, and you control the subject line and the entire email to deliver your message. Mailshots are ideal for high-impact direct response campaigns, including but not limited to white paper promotions, webinar or event registrations, and more.

Product Details:

- Subject line: Maximum 65 characters (including blank spaces)
- Email copy: Maximum 250 words
- Call to Action: Maximum 15 characters (including blank spaces)
- URL Link: Leading to client third party resource
- Company Logo: 300x 300 pixels (.png and transparent background)

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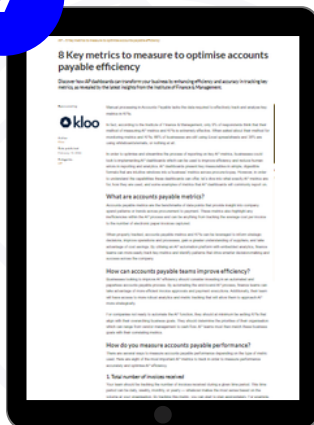
Hosted Content - *Place carefully!*

Submit an article authored by you, seamlessly integrated into our daily news and thought leadership narratives. This comprehensive package provides a prime opportunity to position your company as a thought leader on pertinent topics. Our audience highly appreciates articles with an editorial flair, frequently repurposing content like blog posts or summaries of case studies and white papers (refer to additional content guidelines below). In this collaborative partnership, you'll supply the original article, and we'll handle hosting it on the appropriate site, alongside promotion through our weekly newsletter. This synergy ensures your content resonates with our audience, solidifying your brand's reputation as a trusted thought leader.

Product Details:

- Title and copy for the article: Minimum 800 words, maximum 1,000 words
- Your Company Logo: 300 x 300 minimum, square
- Article teaser text (100 characters or less)
- Includes a complimentary placement in our newsletter
- 1 d-follow backlink
- Note: Does not include a lead gate

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Original Content Production - *Manifest the future!*

Collaborate with Contentive Content Studio's team to create an original thought leadership article. Our content studio specializes in producing journalistic, original stories with unique angles, deep insights, and expert research. This article, complete with a valuable D-follow backlink, will elevate your online authority and industry standing. Backed by our expertise, this content piece will effectively resonate with our audience, solidifying your brand as a trusted authority.

Product Details:

- Minimum 800 words
- Maximum 1,000 words
- Your Company Logo: 300x300 minimum, square
- 1 d-follow backlink
- Note: Does not include a lead gate

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Press Release - *Amplify Visibility!*

A dedicated press release that ensures your announcement reaches the right audience at the right time. Your release is instantly published on our platforms, featured in our Press Release Feed, highlighted in the daily newsletter, and displayed prominently alongside our business journalism. Tailor your message with a custom press release page, including a header image, media gallery, and live preview, making it the perfect solution for high-impact announcements like product launches, company updates, or major partnerships.

Product Details: Special (10-15% off for the year)

- A dedicated company announcement page featuring your logo, a header, permanent hosting, and SEO benefits.
- Inclusion in the publication newsletter.
- Display on the website sidebar for 14 days.
- Listing in the publication press release feed.