

# THE SHOP

SPONSORED CONTENT/  
NATIVE ADVERTISING

## Engage THE SHOP's Audience with Sponsored Content

Sponsored Content, also known as Native Advertising, is designed to capture the attention of your target market, engage the market, boost your brand's relevance, and establish your brand as a thought leader.

Here's how it works...

1. You provide engaging, educational content relevant to your area of expertise for THE SHOP's daily eNewsletter

The screenshot shows the eNewsletter layout for August 14, 2018. It includes sections for 'FEATURED' (Product-Mobiles), 'Marketing and Sales', 'ELECTRONICS' (Rydeen), and 'NEWS' (Study: Tariffs, Don't Get Caught). A red callout bubble labeled 'Sponsored Content' points to a 'METHOD RACE WHEELS 313 STREET SERIES' advertisement.

2. Your article will link from the newsletter to THE SHOP's website at [theshopmag.com](http://theshopmag.com)

The screenshot shows the website article page for 'What Your Shop Needs to Know About Sidebar Installation'. It features a video player, social media sharing options, and a sidebar with a 'BOOM MAT' advertisement.

3. Your online content at [theshopmag.com](http://theshopmag.com) will be included in THE SHOP's online newsfeed and will be archived, categorized and searchable on the website.

The screenshot shows the website's newsfeed with several article cards. The article 'What Your Shop Needs to Know About Sidebar Installation' is highlighted, showing its title, image, and a 'READ MORE' link.

THE SHOP's editorial staff will work with you to ensure the content is relevant and impactful for our audience. Content should be educational and informative, as opposed to a pure sales pitch.

Price.....	<b>\$1,195</b>
Note: Add \$500 if content is created by THE SHOP's editorial staff	
Re-runs.....	\$595
<b>Specifications</b>	
Headline: 45 characters with spaces max	
Description/subhead: 220 characters with spaces max	
Copy for article: 500-word limit preferred, but not required. Photos or illustrations to accompany the sponsored article are ideal.	