

### Engage *THE SHOP*'s Audience with Sponsored Content!

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

#### HERE'S HOW IT WORKS...

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

**2** Your article will link from the newsletter to *THE SHOP* website at **theshopmag.com**.

**3** Your online content at **theshopmag.com** will be included in *THE SHOP*'s online newsfeed and will be archived, categorized and searchable on the website.

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

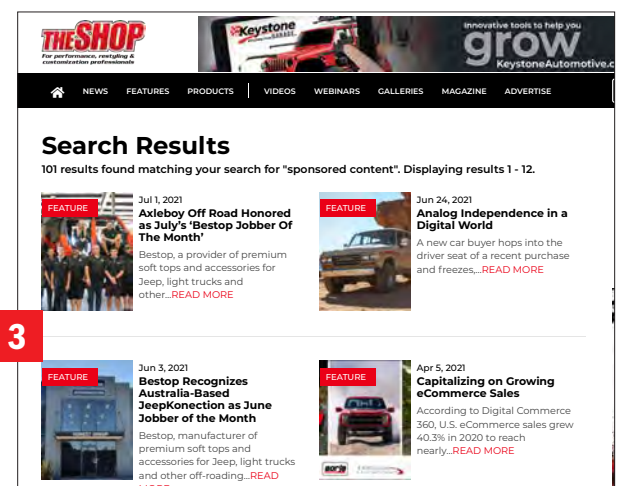
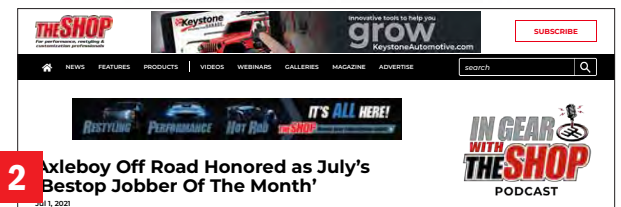
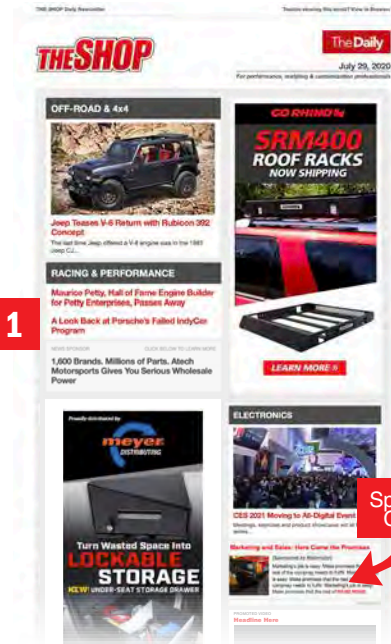
**Price: \$1,195**

\*Note: add \$500 if content is created by *THE SHOP*'s editorial staff.

**Re-runs: \$595**

#### Specifications

- Headline: 45 characters max with spaces
- Description/subhead: 220 characters max with spaces
- Copy for article: 500-word limit preferred but not required. Photos or video to accompany the sponsored article are ideal.



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