

## metro.us native product offering

2017

incorporate your advertising content seamlessly into **metro.us** and capture the **metro** audience with greater effectiveness.

## digital core offer

- A **metro** contributor will write a customized article about what you want to feature.
  - Maximum of 600 words and 5 photos.
  - A permanent link to the client's page.
- Your article will be promoted\*\* on metro.us homepage for one day and on the city-specific site (Boston, New York or Philadelphia) or relevant sub-section e.g. education, health or fashion for another two days.
- Your article will continue to live on the site forever and be searchable.

## print add-on

- A **metro** contributor will write a half-page article for print.
  - Max. of 600 words and 1 high-res photo.

	NYC	BOS/PHL
digital	\$2,500	
print (1/2 page)	\$2,000	\$1,500
digital + print	\$3,500	\$3,000

please allow 10 business days  
lead time for print, and 8 for digital.

The screenshot shows the metro.us homepage with a green header. The 'Need to Know' section features a large photo of President Trump and a headline: 'Comey memo says President Trump asked for end to Russia probe, White House denies wrongdoing'. Below this is a 'Sponsored Content' box with a green background and a photo of a family, titled 'A Guide to Preserving Earth's Natural Resources' by Xcel Energy. To the right, there's a 'More News Need to Know' section with several headlines, and a 'Latest News' section with a list of recent articles.

This screenshot shows a different view of the metro.us homepage, highlighting the 'Sponsored Content' section. It features a large article titled '11 Easy Ways To Reduce Your Carbon Footprint' by Xcel Energy, published on April 26, 2017. The article includes a photo of a family and a list of actions to reduce environmental impact. To the right, there's a 'Learn More' button. The Xcel Energy logo and tagline 'ALWAYS delivering.' are also visible.

# nativeX

## amplify your branded content across our premium network

Take your content marketing to the next level with **nativeX**, our true native advertising offer.

Scale up your campaign and broadcast your content natively across **nativeX**'s extensive network of premium websites.

## what sets **nativeX** apart?

- extensive premium network**

Broadcast your content across an extensive network on well-known, quality sites such as *Reader's Digest*, *Newsweek* or *Men's Fitness*.

- true native**

Integrate your content seamlessly on each website and promote it within each publisher's editorial streams for truly engaging and non-interruptive consumer experience.

- advanced targeting**

Target your content by geography, device, daypart, carrier/network and content vertical.

- guaranteed viewable**

Pay only for guaranteed viewable impressions.

**vCPM = \$40**  
**\$1,000 minimum**  
Maximum based on availability

## how it works

- 1. Target.**

Define the audience you want to target and your level of spend.

- 2. Promote.**

Your content will be promoted natively on each website's homepage and editorial streams.

- 3. Engage**

Your content will live on a dedicated landing page of each website.

- 4. Evaluate**

With our detailed reporting, evaluate your campaign to optimize your future efforts.

