# 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

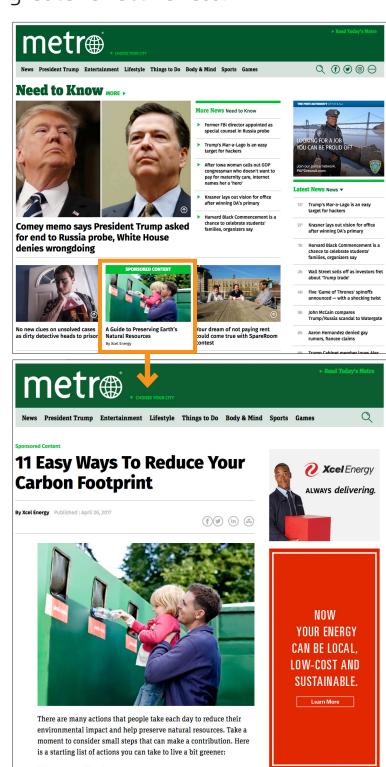
- A metro contributor will write a customized article about what you want to feature.
  - Maximum of 600 words and 5 photos.
  - A permanent link to the client's page.
- Your article will be promoted\*\* on metro.
  us homepage for one day and on the
  city-specific site (Boston, New York or
  Philadelphia) 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.



# 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.

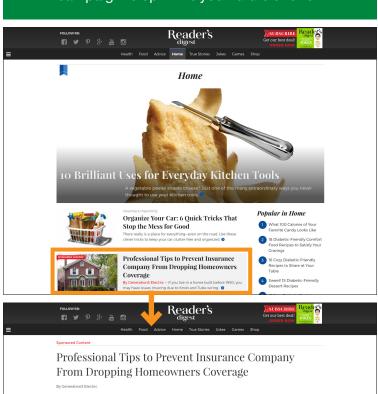
Your content will be promoted natively on each website's homepage and editorial streams.

#### 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.



2 20 Hilarious Ways Other Cultures Say, 'When Pigs Fly Around The World