

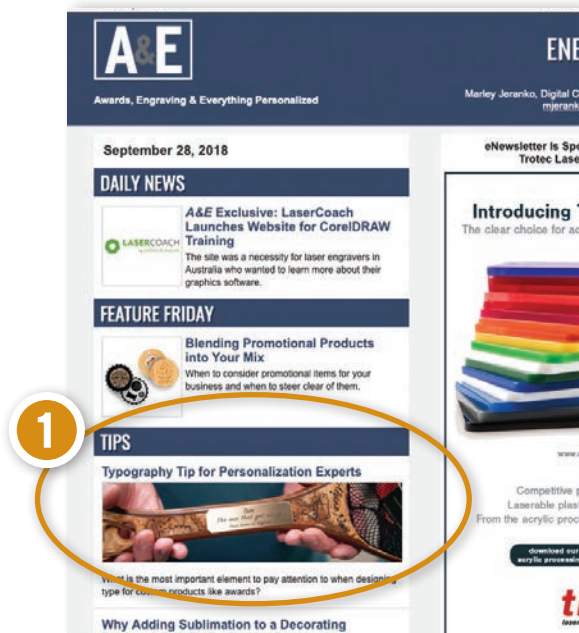
# Sponsored Content/Native Advertising

## Engage A&E's Audience with Sponsored Content

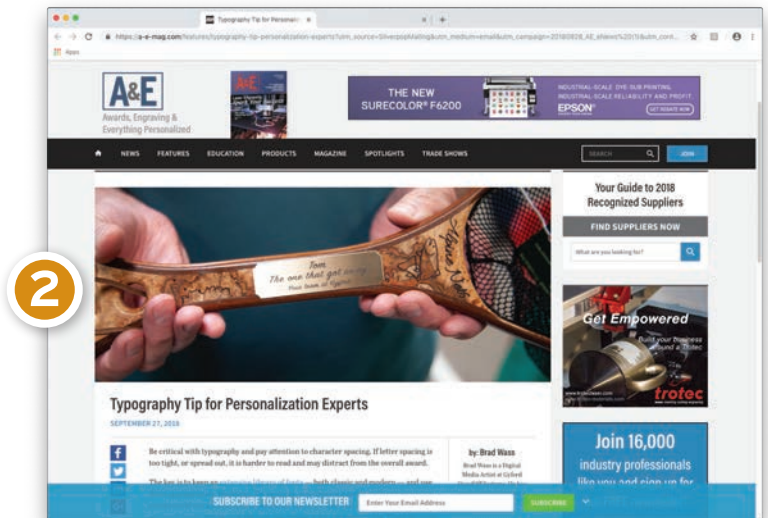
Sponsored Content, also known as Native Advertising, is designed to capture the attention of your target market, engage the market, boost your brand's relevance, and establish your brand as a thought leader.

### Here's how it works...

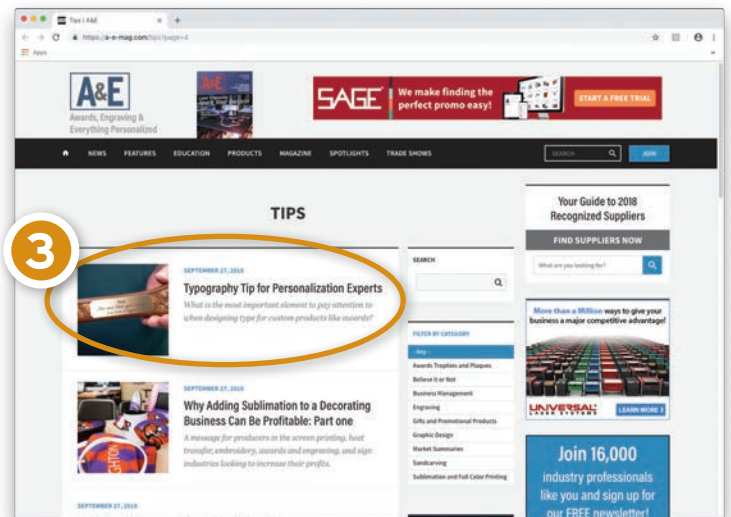
**1.** You provide engaging, educational content relevant to your area of expertise for A&E's daily eNewsletter.



**2.** Your article will link from the newsletter to A&E's website at a-e-mag.com.



**3.** Your online content at a-e-mag.com will be included in A&E's online newsfeed and will be archived, categorized and searchable on the website.



The A&E editorial staff will work with you to ensure the content is relevant and impactful for our audience as opposed to a pure sales pitch.

**Price** ..... \$995\*

\*Note: Add \$500 if content is created by A&E's editorial staff.

Includes two additional Text Ad re-runs - a \$530 value!

### Specifications:

**Headline:** 45 characters with spaces max

**Description/subhead:** 220 characters with spaces max

**Copy for article:** 500-word limit preferred, but not required

A photo or illustration to accompany the sponsored article is encouraged but not required

**Contact your sales representative for details!**

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