

## TYPES OF SPONSORED CONTENT (see DEFINITIONS & TIPS below)

White paper  
eBook  
Case Study  
White Paper + eBlast promotion  
eBook + eBlast promotion  
Case Study + eBlast promotion  
Article  
Boosted Post

## GATED OR NON-GATED?

Sponsored Content is either **gated** (to generate leads) or **non-gated** (to give instant-access to the content).  
Below are the standard form fields we use on the landing page. We can add more fields if a sponsor requires it.

**TIP:** the less you ask of your reader the better the results

- First name
- Last name
- E-mail
- Company
- Job title
- State (required for GDPR/CAL)
- Country (required for GDPR/CAL)

## WHAT WE NEED FROM THE CUSTOMER

### REQUIRED:

- Headline for landing page (7 words or less)
- Subhead for landing page (15 words or less)
- Brief description for landing page (100 words or less)
- Promo copy for newsletter and social media (50 words or less)
- Logo
- URL (to advertiser's site/landing page linked from their logo)

### for White Paper or eBook

- PDF of white paper or eBook

### for Article

- Word document or text file (approx. 2,000 words)
- Image for article header (980 x 480 pixels)
- Supporting photos- upload as separate files, not embedded in Word doc (JPGs, @ 72 dpi)

### for +eBlast promotion

- Subject line (7 words or less)
- Blast copy (75 words or less)

### NOTES:

- We reserve the right to edit submitted copy for fit, style, grammar and clarity and publish at our discretion.
- If we determine your content does not meet our standards and requires more extensive editing, we will either send back revised copy for your review/approval or ask for a new piece of content that meets our guidelines. We can also rewrite your content for \$1500.

**DEFINITIONS & TIPS:**

<https://www.weidert.com/blog/whitepaper-vs-ebook-for-industrial-content-marketing>

**WHITE PAPER (= downloadable PDF)**

- focused and thorough coverage of one main topic
- very technical and formal; deep dive
- explanation of a complex subject with an in-depth solution or opinion about that subject
- thorough explanation, instructional reports, and presentation of facts
- light on images; heavy on copy
- establishes you as an expert on that topic
- approx. 500-2,000 words; 5-15 pages

**EBOOK (= downloadable PDF)**

- based on ideas and trends
- easy to read and digest; pages not overloaded with text
- a guide for a broad topic or overall theme divided into bite-sized, simple-to-understand 'sections' or 'chapters'
- casual; a conversation between equals
- optimized for reading on desktop, e-reader, and mobile devices
- visually heavy; text complemented by callouts, bullets, list, expert tips, quotes
- should provide value to an influencer on the buying process
- great for driving growth and traffic
- approx. 20-200 pages in length

**CASE STUDY (= downloadable PDF)**

- a real-world example of a certain product or technology put into use
- presentation of a problem and how that problem was solved

**ARTICLE (= website article, HTML, presented online)**

- a real-world example of a certain product or technology
- approx. 2,000 words

**EXAMPLES from our brands:**

Pumps & Systems: <https://www.pumpsandsystems.com/sponsored?page=1>

Construction Business Owner: <https://www.constructionbusinessowner.com/sponsored>

HomeCare: <https://www.homecaremag.com/sponsored>