



Selling and Executing Paid/Sponsored Content



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What shall we call it?

Sponsored Content

Paid Content

Native Advertising

Advertising Brothel

Special Promotional Section





the Atlantic



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Workers From
the Rise of
Robots

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Sponsored content sales success is about execution and promotion.



- A. Setting up a clear path for execution.
- B. Selling the promotion around the content.





Paid Content Execution.

1. What are you going to offer?
2. How can you keep it simple?
3. Can your production work flow handle it?
4. Poor execution equals loss in future sales.





**Sell the promotion of the
sponsored content.**



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Common Types of Paid Content

- 1. Sponsored Topic Sections**
- 2. Sponsored Articles**
- 3. Product Pavilions**
- 4. Digital Supplements**





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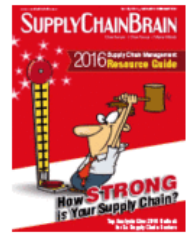
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How can virtual training simulators be more realistic for cops?

Virtual simulators can provide vital training to cops on how to handle a number of different scenarios – here are five ways they could be made more realistic

Aug 25, 2015

By PoliceOne Staff

Virtual simulators can provide vital training to police officers on how to handle a number of different scenarios — such as use of force incidents, traffic accident investigations, and hostage standoffs. As with any training exercise, the more realistic it is, the more beneficial it is.

We asked our Facebook fans to tell us how they think virtual training simulators could be made more realistic. Check out our summary of the most popular answers below and add your own suggestions in the comments.

1. Cover, concealment, and other physical dimensions

One of the biggest faults in many virtual training simulators, as

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field. The site aggregates questions and answers for a range of topics, including public safety. The questions and answers featured here on P1 are posted directly from Quora, and the views and opinions expressed do not necessarily reflect those of P1.

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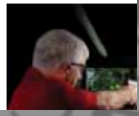
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news
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VOL 3 NO 1 NIP Programs develops and manages business insurance programs for industries with specialized requirements.

FROM THE PRESIDENT
Warmest Wishes for the Holiday Season

2013 has been a quite a year. Significant weather events around the world have shone a new light on the property and casualty insurance industry, and have had an impact on virtually every insurer and re-insurer in the market.

Looking ahead to 2014, we are optimistic, and you can rest assured that NIP Programs remains committed to developing and enhancing both our insurance products and providing passionate, highly-responsive customer service.

We truly value our partnerships with the brokers and agents who work to bring peace of mind to their customers. On behalf of the team here

PROGRAM NEWS
PetPro Provides a Professional Liability Alternative for Veterinarians

Unlike with General Liability coverage or a Business Owner's Policy (BOP), professional liability insurance provides valuable protection and defense against losses arising directly as a result of a veterinarian's professional service offering. Veterinarians need to carry individual professional liability insurance for adequate protection, and many veterinarians obtain this coverage through trade associations. This year, however, some vets have received an unwanted "surprise," in the form of a sizable, across-the-board rate

Virtual simulators can provide vital training to cops on how to handle a number of different scenarios – here are 5 ways they could be made more realistic.

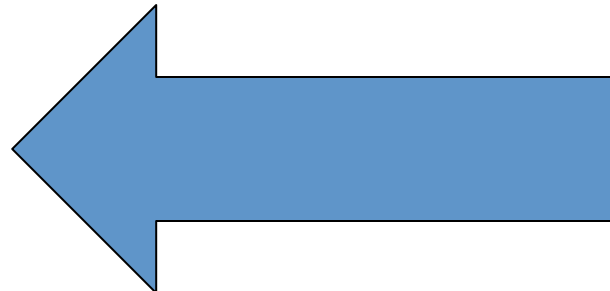


How can virtual training simulators be more realistic for cops?
We asked, you answered!

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This unique and gourmet collection of high-grade, small-lot, certified organic teas have been difficult to source as they're rarely exported. Relax the mind, body and spirit with Darjeeling Quince, Mountain Oolong, Orange Jasmine, Vanilla Pear, and Lemon Lavender. \$30 (presentation box; contains 20 teas), teafort.com



The Republic of Tea 100% Organic Double Green Matcha Tea

The Republic of Tea has married the exquisite organic green tea powder known as matcha with fine, organic green leaf tea. The result is a fresh, springtime-grassy flavor that's smooth and a perfect partner to both sweet and savory foods. \$13 (50 tea bags).



Aveda Comforting Tea

Calm your senses and promote a sense of well-being with Aveda's Comforting Tea. The herbal infusion of licorice root and peppermint is 100-percent organic, with no caffeine, sugar or added flavors. \$17 (20 tea bags).



Harney & Sons Green Tea with Coconut, Ginger and Vanilla

The rich flavors of Thailand are the inspiration for this tasty blend (a combination of green tea, lemongrass, vanilla, coconut and ginger). Slightly savory, a



Product Pavilions

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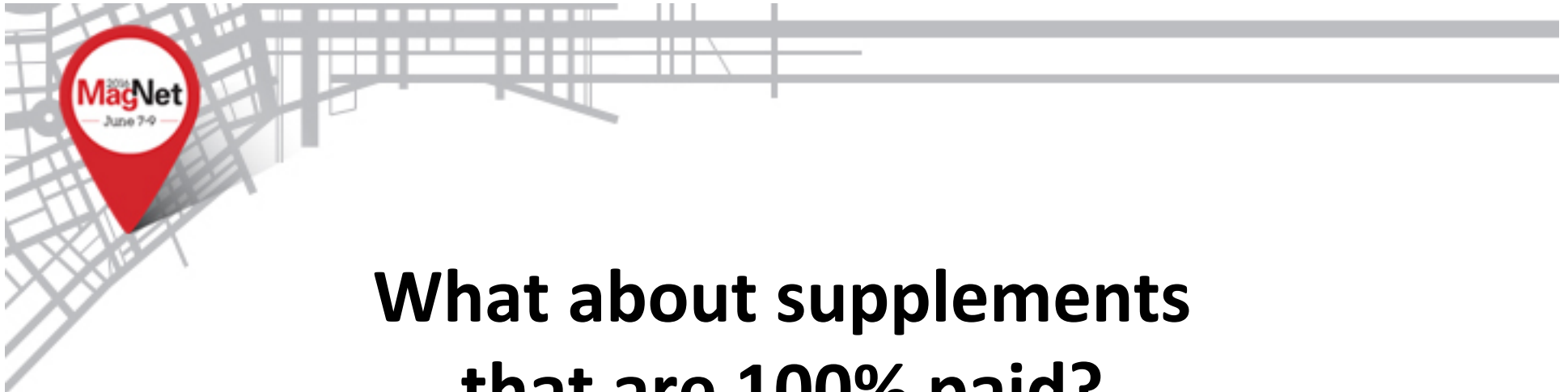
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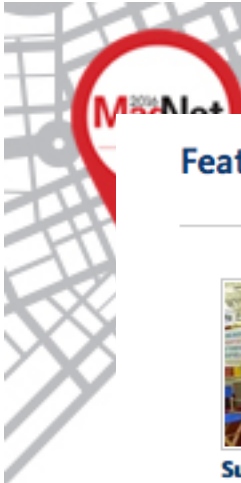


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June 1, 2016

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June 1, 2016

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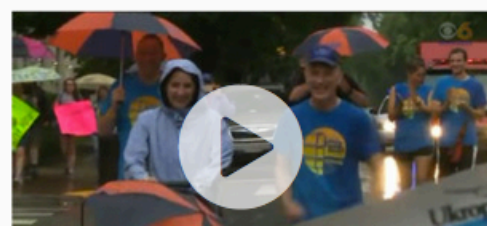
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