

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



How to Protect
Workers From
the Rise of
Robots

'Sons o
and F
Where
React

Politics | Business | Tech | National | Global | Health | Sexes | Entertainment

Special Reports Video Photo Ebook Newsletters **JUST IN** Speak, Clarence, Speak! Andrew Cohen

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What's This?

David Miscavige Leads Scientology to Milestone Year

Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.

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12:25 PM ET





**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.**





Common Types of Paid Content

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

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Automotive

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Three Challenges Impacting Automotive Supply Chains



We're living in an age of heightened expectations, where businesses are rushing to keep pace with rising customer needs worldwide. Explore insights, best practices, and recommendations across industries and disciplines to help you keep your supply chain serving customers with operational efficiency.

SCB TRANSLATOR (Over 60 languages)



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Are you ready to make the most of today's customer expectations?

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Explore insights, best practices, and recommendations across industries and disciplines to help you keep your supply chain serving customers with operational efficiency.

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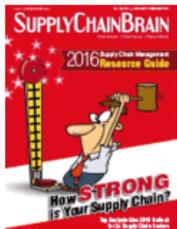
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Is Widespread Adoption of Robotics Imminent?

Robotics has played a significant role in shaping the manufacturing environment for decades. Yet the impact of robotics in manufacturing has traditionally been directed at... »

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When Donald Trump threatened to "break" the North American Free Trade Agreement, auto industry workers offered up some of the loudest cheers.



Competing with Amazon Business

Analyst Insight: The power has shifted from seller to buyer as consumers continue to bring B2C online shopping expectations and behaviors with them to the B2B markets they... »

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RFID Enables Automotive Logistics Provider to Track Kia Vehicles

U.K. logistics provider Paragon Automotive is employing a radio frequency identification solution to track Kia vehicles near the Port of Immingham, on England's east coast,... »



Usage-Based Auto Insurance Could Have 142 Million Subscribers Globally by 2023

Usage-based auto insurance (UBI) is a growing segment of the automotive insurance market, the result of a technological revolution as the Internet of Things continues to... »



Looking to Boost Domestic Industry, Iran Bans Imports of Chevrolets

Iran has banned the import of Chevrolet cars, a week after Supreme Leader Ayatollah Ali Khamenei criticised imports of U.S. autos and asked the government to support domestic... »

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WE CAN HELP →

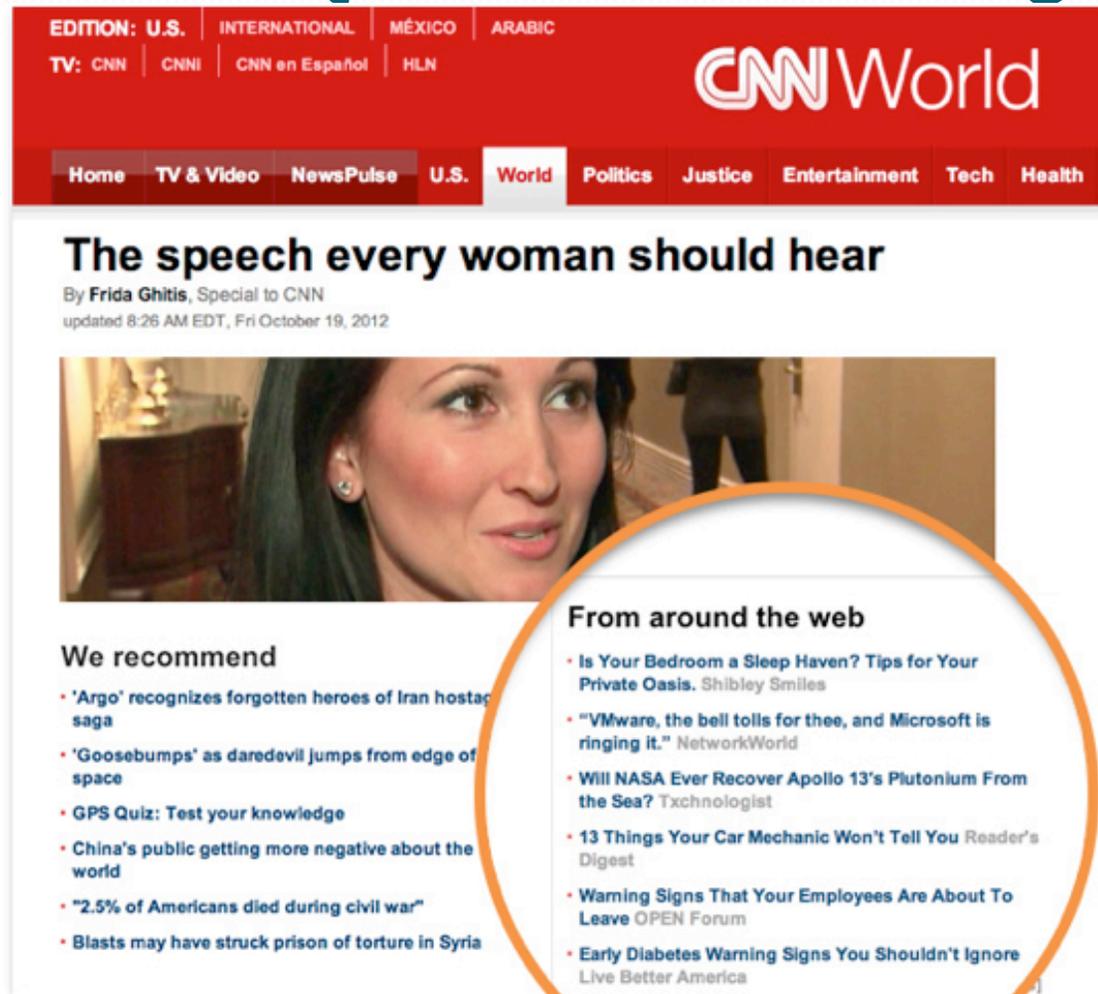
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3. **Product Pavilions**
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CNN World

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The speech every woman should hear

By Frida Ghitis, Special to CNN
updated 8:26 AM EDT, Fri October 19, 2012



We recommend

- 'Argo' recognizes forgotten heroes of Iran hostage saga
- 'Goosebumps' as daredevil jumps from edge of space
- GPS Quiz: Test your knowledge
- China's public getting more negative about the world
- "2.5% of Americans died during civil war"
- Blasts may have struck prison of torture in Syria

From around the web

- Is Your Bedroom a Sleep Haven? Tips for Your Private Oasis. Shibley Smiles
- "VMware, the bell tolls for thee, and Microsoft is ringing it." NetworkWorld
- Will NASA Ever Recover Apollo 13's Plutonium From the Sea? Txchnologist
- 13 Things Your Car Mechanic Won't Tell You Reader's Digest
- Warning Signs That Your Employees Are About To Leave OPEN Forum
- Early Diabetes Warning Signs You Shouldn't Ignore Live Better America

Sample for example use only

Article on your web site...

The screenshot shows a web browser window with the URL www.policeone.com/police-products/training/simulator/articles/8721284-How-can-virtual-training-simulators-be-mc. The browser's address bar and tabs are visible at the top. The article content includes a title, a sub-headline, a date, an author, a social media sharing section, and the beginning of a list item.

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

Sample for example use only.

Lead gen form on article

www.policeone.com/police-products/training/simulator/articles/8721284-How-can-virtual-training-simulators-be-mc Search

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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.

REQUEST PRODUCT INFO FROM TOP TRAINING SIMULATORS COMPANIES

First Name*	Zip Code*
<input type="text"/>	<input type="text"/>
Last Name*	Telephone*
<input type="text"/>	<input type="text"/>
Email Address*	I recommend or purchase products for my department*
<input type="text"/>	Select
Department*	Purchasing Timeframe*
<input type="text"/>	Select
Department Size*	<input type="button" value="GET INFO"/> *= required
1-10	

By submitting your information, you agree to be contacted by the selected vendor.

Tags > [Police Training](#) · [Police Trainers](#) · [Officer-Involved Shootings](#) · [Standoff Situations](#) · [Active Shooter](#) · [Use of Force](#) · [Product Article](#)

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TRAINING



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Your article promoted 4 X on FB.

The image is a screenshot of a Facebook post. At the top, the text 'Your article promoted 4 X on FB.' is written in a large, blue, stylized font. Below this, the Facebook interface is shown. The post is from 'PoliceOne.com', dated 'August 26 at 6:00pm'. The text of the post reads: '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.' Below the text is a video player showing a person in a police uniform aiming a rifle at a virtual target in a hallway. Under the video, the text says: 'How can virtual training simulators be more realistic for cops? We asked, you answered! WWW.POLICEONE.COM'. The post has 478 likes and is sorted by 'Most Relevant'. On the left side of the screenshot, there is a list of users who interacted with the post: 'mphries' (2pm), 'la WAFB', and 'facturing Co.'. On the right side, there is a 'Recent' list with years from 2015 to 2008, and a 'Sponsored' section with an advertisement for 'Insightly'.

View more comments 2 of 258

mphries 2pm

la WAFB Like

facturing Co. Like

PoliceOne.com August 26 at 6:00pm

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!
WWW.POLICEONE.COM

Like Comment Share

478 people like this. Most Relevant

Recent

2015

2014

2013

2012

2011

2010

2009

2008

Founded

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"I think it's safe to say I've changed my life for the better. Sorry Excel... @Dan

The CRM that works for YOUR business

Insightly
insightly.com
Customer Relationship Management
Business - SaaS account!

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Article promoted in our weekly eNews sent to 55,000 readers.

[Click here to view online.](#)

INSURANCE PROGRAM news
FOR INSURANCE AGENTS AND BROKERS

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 Liab 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!

join us for one of our complimentary, 30-minute webcasts, during which we discuss a particular industry and current trends for specific business classes. Upcoming webcasts include:

Opportunities Insuring Site Preparation & Land Improvement Contractors
Thursday, Jan 9, 2014
2pm Eastern (11am PT)

Selling Commercial and

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Common Types of Paid Content

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

Tea Forté Lotus Collection

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), teaforte.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

Marry with an Email Blast and and several FB posts.

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ESTABLISHED DIVE MAGAZINE

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TECHNOLOGY ANNOUNCED**



[Business of Diving, Dive Gear - 04/01/2016 - 0 Comments](#)

**RETRACTION: SHEARWATER
NERD PRICING**



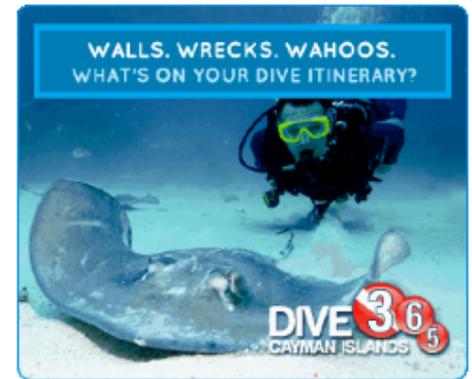
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**NANUK CASES:
INDESTRUCTABLE,
WATERPROOF AND TRAVEL
FRIENDLY**



[Digital Diver, Dive Gear, Tec, Tools - 20/03/2015 - 0 Comments](#)

**SHEARWATER DESKTOP AND
MOBILE APP SUPPORT**



**WALLS. WRECKS. WAHOOS.
WHAT'S ON YOUR DIVE ITINERARY?**

**DIVE 365
CAYMAN ISLANDS**



[Being Digital, Dive Gear, Final Cut, InFocus - 15/01/2015 - 0 Comments](#)

**LIGHT & MOTION KICKSTARTER
CAMPAIGN GETS ATTENTION**



[Departments, Dive Gear - 19/12/2014 - 0 Comments](#)

GEAR GUIDE: QUIK POD

Share Online



[Give them a week](#)

Common Types of Paid Content

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3. **Product Pavilions**
4. **Digital Supplements**



**What about
supplements that are
100% paid?**

Find a topic and sell it.

**Or, even better... start
with the client and sell
it backwards.**

NewStatesman

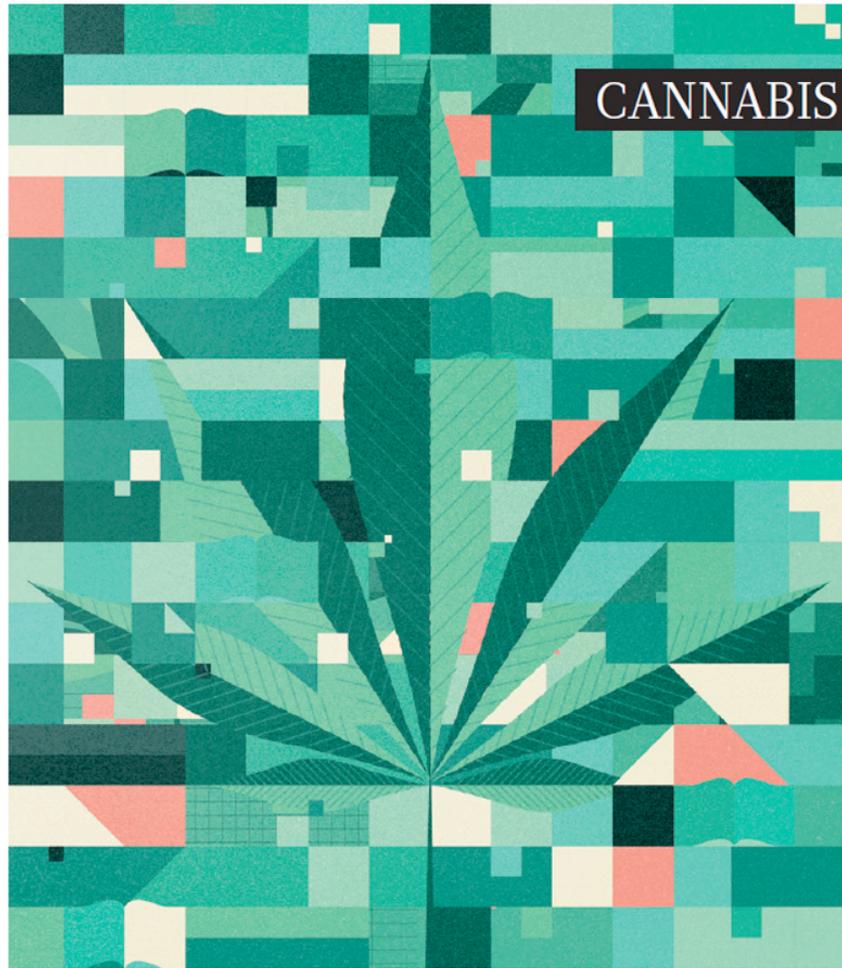
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The fightback issue

Government initiatives
Security and outsourcing
Beneficial hacking

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Bonus Idea: Sponsored Video Spotlights

@RyanDohrn

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Summit Products Custom Motor Coach Upgrades

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32 Views



RV DataSat Satellite Antenna from Mobil...

135 Views



Custom Glass Solutions by Guardian RV Glass

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FMCA Madison 2015 Family Reunion and Motorhome...

301 Views



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FMCA.com

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NEWS

Maine Shooting Victim's Mother Credits Swift Work by Paramedics

June 1, 2016

The victim's mother says he is recovering in an intensive care unit.

PATIENT CARE



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NEWS

Two Dead, 57 Hospitalized After Fla. Music Festival

June 1, 2016

The medical examiner's office is not immediately reporting a cause of death in either case.

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NEWS

Study: Next Generation of Seniors to be Sicker Than Current Seniors

May 31, 2016

The 2016 U.S. Agency for Healthcare Research and Quality...



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you want to sell... so,
how to sell it!**



**Advertisers DO NOT
buy what they DO NOT
understand! PERIOD!**



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SPELL IT OUT!

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2. Lead gen form on the article. Leads sent to you weekly.
3. Your article featured on the main page of RazrMag.com.
4. Your article will live on RazrMag.com forever.
5. Three Facebook posts to promote your article.
6. Two mentions in our weekly eNewsletter.

Total Exposure: 175,000 impressions

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3. **Product Pavilions**
4. **Digital Supplements**
5. **Sponsored Video Spotlights**