



# DIGITAL OPPORTUNITIES

## SPONSORED CONTENT

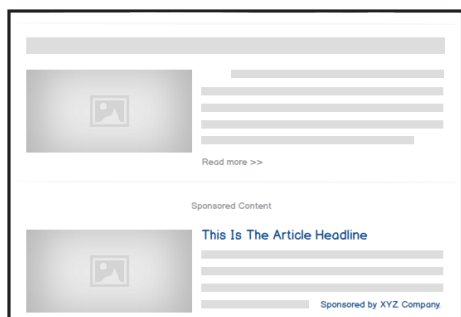
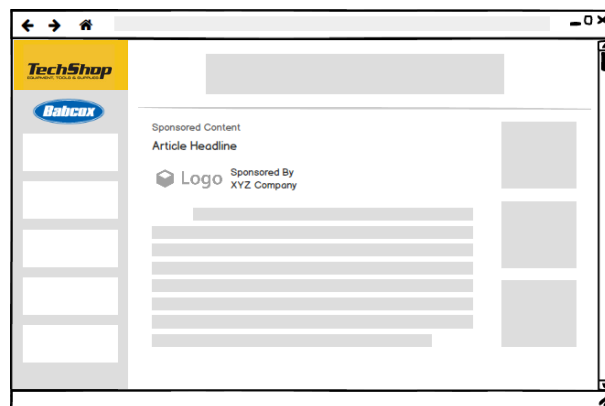
Tell a story to **TechShop**'s audience! Sponsored content allows you to write an article for the **TechShop** website.

Use sponsored content to position yourself as an expert within the market and educate readers. You can discuss industry trends or provide technical know-how within your article, engaging readers in a native format while promoting your ideas.

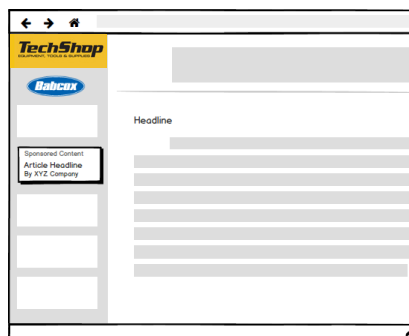
### YOUR SPONSORED CONTENT PROGRAM INCLUDES:

#### 1. Posting of your 250-500-word article to the **TechShop** website.

- The article features your company's name and logo with a "sponsored by" tagline.
- You can also submit images related to the article to be featured on this page.
- Your article remains on the **TechShop** website permanently, extending the value of your program.



#### 2. Promotion of your article in two issues of the **TechShop** eNewsletter.



#### 3. Listing in the *Suggested Articles* feed along the left side of the **TechShop** website for 30 days.



#### 4. Cross-promotion on social media (Twitter and Facebook) from the **TechShop** account.

**Investment: \$1,800**

*Need help writing a great article? Let Babcox's team of subject matter experts do it for you. Add \$400 to the program price.*

*Want to see your article in print also? Contact your sales manager for an affordable package rate.*

\* Note: The content of your article cannot be a sales pitch for your company or its products, or mention competitors. The publisher must approve all sponsored content articles prior to posting. All elements of the program will be labeled "sponsored content."

**For detailed ad specifications, visit <http://ads.babcox.com>**