

Sponsored Post Guidelines for the Native Advertising Institute

Thank you very much for your interest in doing sponsored posts (native advertising) at the Native Advertising Institute's blog. In the following, you will find details about the institute, our audience and the type of sponsored posts we accept.

Our purpose

Our mission is to help publishers and marketers become familiar with and master native advertising discipline. This is the main focus for all blog posts on the Native Advertising Institute - also our sponsored posts (See next page)

Why do sponsored posts with the Native Advertising Institute?

Sharing your expertise via sponsored posts with an engaged audience of native advertising professionals is a great way to improve your company's credibility and thought leadership. Your company's insights on native advertising will become known throughout the industry and you will contribute to the overall development of native advertising.

Labelling

We label all sponsored posts as "Sponsored post" in the headline.

In the beginning and at the end of the blog post, we will add the following declaration: "This is a sponsored post by [company name]"

Payment

1 sponsored post = €195 (excl. VAT)

4 sponsored posts = €465 (excl. VAT)

The sponsored post will be published when the invoice is paid, on a date that you have cleared with our editor.

Distribution

We will distribute your sponsored post across all our channels the same way we do it with our normal blog posts: On Facebook, LinkedIn, Twitter, and in our weekly newsletter.

The sponsored post will be clearly labelled on all channels.

What you need to provide

- Text, headline and subheaders
- Images - those are to be sent separately (the featured image should be 1200x750px)
- If you'd like to add a specific author to the post, please provide us with full name, title and headshot.
- Information about the company so we can send you an invoice (VAT number, company name, address, email address and name of contact person)

Examples of sponsored post:

Here are the specific types of posts that would work well as sponsored posts:

- **How to posts:** Detailed posts that very clearly outline how to something 'native': templates, checklists and step-by-step guides that explain a successful approach to a given task associated with the discipline of native advertising. The crux of how-to posts is usability. Teach the audience how to master a specific aspect of native advertising.
- **Best practices post:** Our readers are always looking for best practices for native advertising. Sponsored posts that highlight the learnings and insights that you have been able to gather from your ongoing efforts in native advertising will resonate well with our audience.
- **Case studies:** If you possess a piece of native advertising that you are really proud of, this would also work well as a sponsored post.
- **Opinion posts:** Sponsored posts could also be opinion posts about the native advertising industry and current topics under debate.

Please note:

*We take the liberty to edit the posts as we see fit if they do not apply to our guidelines, tone of voice and the general rule of native advertising: **no pitching.***

You will get to review all edits we make, before we publish the piece.