

# Native Advertising: Content + Promo.

Compelling, expertly crafted article to boost visibility.

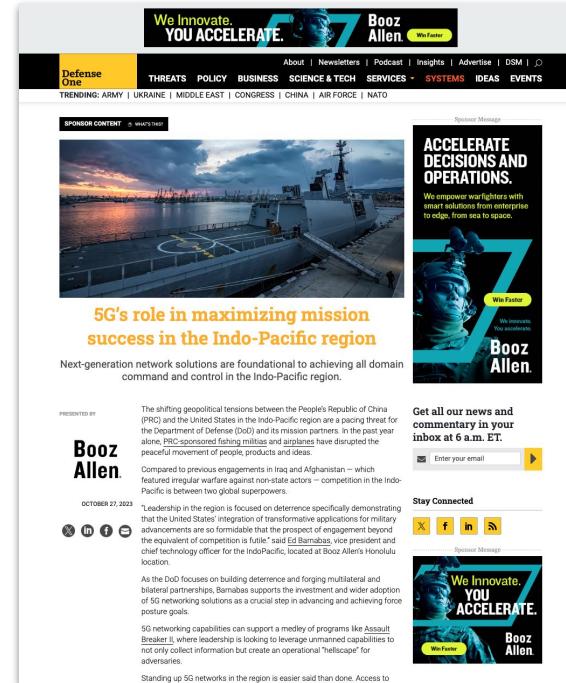
Elevate thought leaders and maximize brand recognition with a custom article and promotional campaign tailored for high audience engagement.

## Program Highlights:

- Custom Article Creation:** A 500-800 word web-optimized article — including headline optimization, image licensing, and placement in editorial news river.
- Extended Promotion:** Dedicated article placement on the Insights Channel for two years, with a roadblocked ad setup for 100% SOV.
- Targeted Campaign:** Custom promo across the GovExec network ensuring maximum reach and click-thru rates.

## Why It Works:

This bundle offers sustained exposure, positioning your brand prominently and delivering continuous visibility with your target audience through premium content placement and advertising.



The screenshot shows a section of the Booz Allen website. At the top, there's a navigation bar with links for About, Newsletters, Podcast, Insights, Advertise, DSM, and a search bar. Below the navigation, there's a banner with the text "We Innovate. YOU ACCELERATE." and the Booz Allen logo. The main content area features a large image of a naval ship at sunset. To the right of the image is a sidebar with the heading "ACCELERATE DECISIONS AND OPERATIONS." and the subtext "We empower warfighters with smart solutions from enterprise to edge, from sea to space." Below this is another Booz Allen logo with the tagline "Win Faster. We innovate. You accelerate." At the bottom of the page, there's a newsletter sign-up form with the text "Get all our news and commentary in your inbox at 6 a.m. ET." and a "Stay Connected" section with social media links.

## Results.

400,000 impressions