

# Native Advertising: Content + Promo.

Compelling, expertly crafted article to boost visibility.

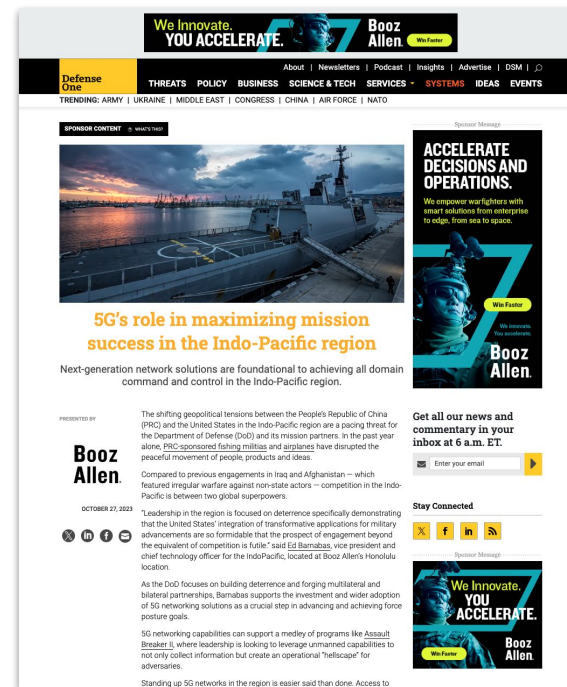
Elevate thought leaders and maximize brand recognition with a custom article and promotional campaign tailored for high audience engagement.

## 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.



## Results.

400,000 impressions