

**Sponsored content is an opportunity for you to engage Current’s readers in a deeper way than you can with other forms of advertising.**

The most effective paid posts include or provide:

- a provocative headline and are well-written
- quotes from people in your organization
- testimonials from others in public media
- compelling artwork such as photos
- new information (data and analysis)
- personality, humor and a byline from a named person

We strongly recommend taking time to shape your message to address Current’s readership.

Sponsored content can include embedded videos, images, links and calls to action. You have more space, more text and more control over your message.

Current’s editorial staff does not edit your sponsored content. However, the business staff will look for typos and make suggestions for improvements so that your piece will have greater success.

Please provide the following assets for our design team to create the headline and content page layouts. Send your copy in a Word document or Google Doc. Email all assets to [kathy@current.org](mailto:kathy@current.org). Large files may be sent via Dropbox.

All materials should be submitted at least seven (7) business days before publication online. The earlier you provide them, the better we will be able to provide guidance. Once designed, we will send you a PDF to review and approve.

### 1. HEADLINE POST


- Title and copy to engage visitor to click and learn more:** Provide title text and two or three sentences to engage visitors to click to read more! Keep the title to 65-70 characters / 75-80 with spaces. Current maintains the right to edit your headline.
- Include an image or logo:** Provide a 140x140 px image or logo to be used as a thumbnail image on the homepage and in our email newsletter to compliment the article and draw attention. Preferred format for online: JPEG, File size to 1MB or less

#### HEADLINE POST EXAMPLE:

SPONSORED

**A celebration of patriotism and courage**

“Imagine if Hollywood decided to create an old-fashioned epic motion picture with a patriotic theme.”



PROGRAMS/CONTENT

**First journalism hub formed by NPR, member stations nears debut**

By **Tyler Falk, Assistant Editor** | August 31, 2018

Attendees at the Public Radio Program Directors conference heard an update on the collaboration involving four stations in Texas.

### 2. CONTENT PAGE (ARTICLE)

- a. **Tell your story:** There is no character count, but be mindful that our readers are busy and attention spans are shrinking. Keep the online reader in mind and relate to the audience. Engage. Educate.
  - b. **Images/Videos:** You may include images, infographics, audio and/or video. Images may range from 150–450px. You may only submit artwork that you have the right to publish. By submitting, you are granting Current the right to use it. Current can also host your audio and video content on our SoundCloud and Vimeo accounts; or you may upload to SoundCloud, YouTube or Vimeo to embed.
3. **URLS/LINKS:** You may include links (embedded URLs) within your text. If you would like us to link to your Facebook, Twitter and/or Instagram sites, please provide those links. If you wish images you provide to link to other web pages, please specify that as well.
  4. **PUBLICATION:** Your story will appear on Current’s homepage in a fixed position labelled as **SPONSORED** for seven (7) days. It will also be published on our site on a page featuring sponsored content. Your piece will also be linked in the next newsletter post-publication as the fourth story post. You may republish your story on your own site and/or link to your story in your own publicity materials and on social media. Your piece will be in front of our paywall so that subscribers and nonsubscribers may read it.
  5. **REPORTS:** At the conclusion of the campaign or month a report will be generated providing pageviews and click through information.

### CONTENT PAGE EXAMPLES:

#### A celebration of patriotism and courage:

<https://current.org/sponsored-content/a-celebration-of-patriotism-and-courage/>

#### On Smart Stories and the Future of Automated Intelligent Storytelling:

<https://current.org/on-smart-stories-and-the-future-of-automated-intelligent-storytelling/>