Native Production
Collaborate with Contentive Content Studio’s team to create an original thought leadership article. Our content studio specializes in producing journalistic, original stories with unique angles, deep insights, and expert research. This article, complete with a valuable D-follow backlink, will elevate your online authority and industry standing. Backed by our expertise, this content piece will effectively resonate with our audience, solidifying your brand as a trusted authority.

**Product Details:**
- Minimum 800 words
- Maximum 1,000 words
- Your Company Logo: 300×300 minimum, square
- 1 d-follow backlink
- Note: Does not include a lead gate

Newsletter Sponsorship
Our premier newsletter sponsorship not only guarantees prime placement for your brand in our daily newsletter, but also provides a high-impact position ideal for a direct response campaign. Your promotion will be the first element our audience encounters upon opening the newsletter, and the consistent visibility from Monday through Friday will help reinforce your message. The comprehensive sponsorship package includes a top and bottom banner, and a sponsored content feature with clickable logo that seamlessly directs readers to the client’s content.

**Product Details:**
**Delivery:** Weekly (5 sends)
**Include:**
- Newsletter Top and Bottom Ad (690 x 100)
- Newsletter Sponsor Placement
- Logo: sized 200 x 200 (square dimensions are mandatory)
- Headline (hyperlinked): 40 characters or less
- “Sponsored by” strapline: 40 characters or less
- Summary: 150 characters or less, including spaces and hyperlinked call to action
- Hyperlink: Landing page URL (to be included in the body)

Newsletter Category Sponsorship
Sponsor the content categories most read by our readers, including:

- Movers and Shakers
- M&A
- Financial analysis
- Macro commentary
**Newsletter Sponsor Placement**

Showcase your sponsored content in the Top section of our newsletter, seamlessly linking to your website. Integrating your sponsored content grabs our audience’s attention while they actively seek industry news and information. Positioned alongside our articles and coverage, this placement is ideally suited for thought leadership-oriented content such as white papers, webinars, and infographics.

**Product Details:**
**Delivery:** Weekly (5 sends)

**Include:**
- Logo: sized 200×200 (square dimensions are mandatory)
- Headline (hyperlinked): 40 characters or less
- “Sponsored by” strapline: 40 characters or less
- Summary: 150 characters or less, including spaces and hyperlinked call to action
- Hyperlink: Landing page URL (to be included in the body)

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**Solus Mailshots**

An exclusive mailshot sent to our readers, dedicated entirely to your message. It comes from Contentive, ensuring our readers trust the content, and you control the subject line and the entire email to deliver your message. Mailshots are ideal for high-impact direct response campaigns, including but not limited to white paper promotions, webinar or event registrations, and more.

**Product Details:**
- **Subject line:** Maximum 65 characters (including blank spaces)
- **Email copy:** Maximum 250 words
- **Call to Action:** Maximum 15 characters (including blank spaces)
- **URL Link:** Leading to client third party resource
- **Company Logo:** 300x 300 pixels (.png and transparent background)

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**The Leading Voice**

Introducing “The Leading Voice,” a live LinkedIn Broadcast hosted by you and your invited speaker, aimed at a targeted Contentive audience. This dynamic package is designed to help B2B technology brands break through the noise, boost brand awareness, and generate quality leads. Engage directly with your audience through interactive, live-streamed events that position you as a thought leader in your industry. The broadcast will appear live on LinkedIn. The leading voice provides diverse, high-quality content generating brand awareness, developing thought leadership, lead generation and content creation.

**Product Details:**
- **Kick-off call with the Content Studio Team to discuss theme, speakers, date and time.**
- **Name of the event:** 75 characters max
- **Event Description:** 150 words or less
- **Event Cover Photo (LinkedIn):** 480 pixels, 16:9 recommended
- **Your Logo:** 300×300 pixels (.png and transparent background)
- **Your Partner Logo:** 300×300 pixels (.png and transparent background)
- **Newsletter Banner:** 690×100 pixels
- **LinkedIn Ad Creative:** 1200 x 627 pixels

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**CONTACT US**

partnerships@contentive.com