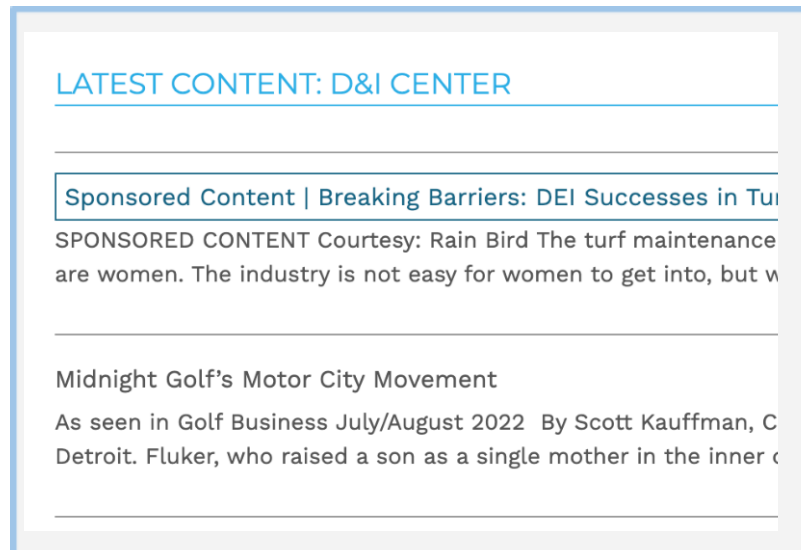


SPONSORED CONTENT

NGCOA.org Overview and Guidelines for Sponsored Content (as of Nov. 2023)

Sponsored Content now appears on NGCOA.org's online Info Centers. This content will appear within each "Latest Content" section (see example below) across our eight info centers (categorized based on applicable topic):

- Advocacy - ngcoa.org/advocacy
- Hospitality - ngcoa.org/hospitality
- Tech - ngcoa.org/tech
- Growth - ngcoa.org/growth
- D&I - ngcoa.org/diversity-and-inclusion
- Research - ngcoa.org/research
- Workplace - ngcoa.org/workplace
- Real Estate - ngcoa.org/real-estate



In order to differentiate Sponsored Content with other content within the feeds, the content titles will appear with a unique text color and be outlined (as seen above). The title will include a clickable link, which will take the user to the dedicated Sponsored Content page ([example here](#)).

As new content is added to each info center, the article will eventually be pushed down the feed (content is arranged in chronological order) until it eventually will "expire" – however, all content will still be searchable within each info-center's content library and the NGCOA.org library. Typical "life-span" of content appearing on the main feed is 2-3 months.

Content Guidelines

- Please do not exceed 1,200 words
- Although not required, you may include one (1) sidebar ad (vertical) and/or one (1) embedded video to be featured on your Sponsored Content page
 - High-res .png file preferred for vertical sidebar ad
 - 200px X 475px (@144dpi) | 100% Static Display
 - If you'd like to link the ad, please provide URL upon delivery
 - If embedding a video, please provide YouTube or Vimeo embed code upon delivery (must be hosted on your platform)
- Articles cannot be purely promotional or an overt advertisement
 - We ask that the substance of your content attempt to remain as brand agnostic as possible. Some suggested content pieces include insights from one of your executives on industry trends, feel-good stories and/or spotlights, neutral analysis on business-related issues, etc.
 - We understand that a product or service may be mentioned within the article or column, but we ask that it is not the sole purpose of the piece.
 - Although not required, we can include a brief "byline" at the conclusion of the article
 - Ex.: *for more information on xyz, please visit _____com or call xxx-xxxx*
- Please send via Google Doc or Word Document

See an example of a recent "Sponsored Content" page [here](#).

If you have any questions, please contact Taylor Wall, NGCOA Sr. Director of Education, at twall@ngcoa.org