incorporate your advertising content seamlessly into metro.us and capture the metro audience with greater effectiveness.

**digital core offer**

- A metro contributor will write a customized article about what you want to feature.
  - Maximum of 600 words and 5 photos.
  - A permanent link to the client’s page.
- Your article will be promoted** on metro.us homepage for one day and on the city-specific site (Boston, New York or Philadelphia) or relevant sub-section e.g. education, health or fashion for another two days.
- Your article will continue to live on the site forever and be searchable.

**print add-on**

- A metro contributor will write a half-page article for print.
  - Max. of 600 words and 1 high-res photo.

**product offering 2017**

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**NYC | BOS/PHL**

<table>
<thead>
<tr>
<th>digital</th>
<th>print (1/2 page)</th>
<th>digital + print</th>
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<td>$2,500</td>
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<td>$3,500</td>
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<tr>
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</tbody>
</table>

please allow 10 business days lead time for print, and 8 for digital.
nativeX

amplify your branded content across our premium network

Take your content marketing to the next level with nativeX, our true native advertising offer.

Scale up your campaign and broadcast your content natively across nativeX’s extensive network of premium websites.

what sets nativeX apart?

- **extensive premium network**
  Broadcast your content across an extensive network on well-known, quality sites such as Reader’s Digest, Newsweek or Men’s Fitness.

- **true native**
  Integrate your content seamlessly on each website and promote it within each publisher’s editorial streams for truly engaging and non-interruptive consumer experience.

- **advanced targeting**
  Target your content by geography, device, daypart, carrier/network and content vertical.

- **guaranteed viewable**
  Pay only for guaranteed viewable impressions.

vCPM = $40
$1,000 minimum
Maximum based on availability

how it works

1. **Target.**
   Define the audience you want to target and your level of spend.

2. **Promote.**
   Your content will be promoted natively on each website’s homepage and editorial streams.

3. **Engage**
   Your content will live on a dedicated landing page of each website.

4. **Evaluate**
   With our detailed reporting, evaluate your campaign to optimize your future efforts.

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$1,000 minimum
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