

# NATIVE ADS BEST PRACTICES

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## THE BUSINESS OF NATIVE ADS

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PRESENTED BY

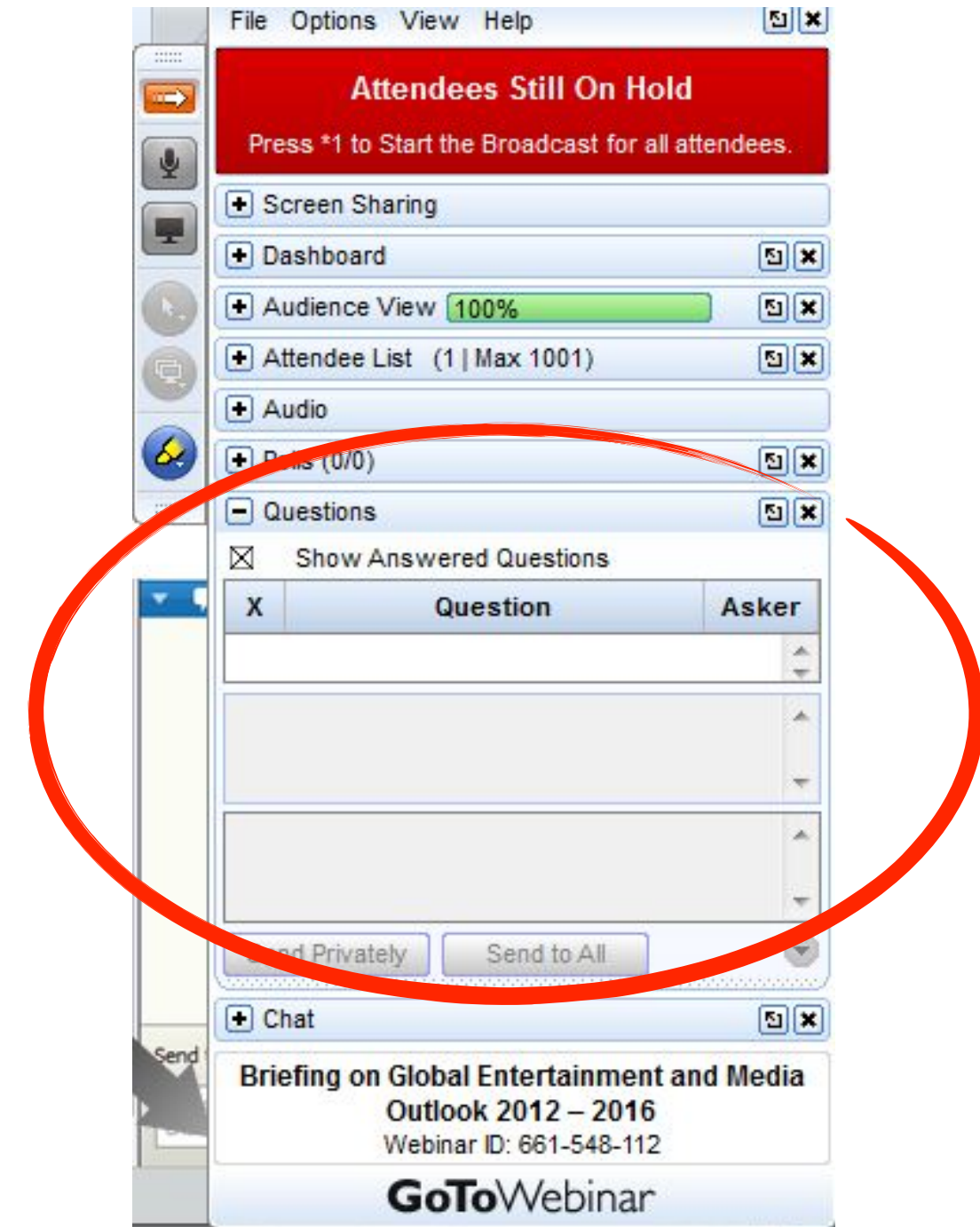




ATTENDEES SHOULD ASK QUESTIONS BY TYPING INTO THE QUESTION BOX ON THE GOTOWEBINAR USER INTERFACE AT ANY TIME DURING THE PRESENTATIONS.

We will create a queue and answer as many questions as possible following the presentations.

Additional questions should be directed to Nicole Horsford at [nicole@iab.net](mailto:nicole@iab.net)







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CEO at Polar



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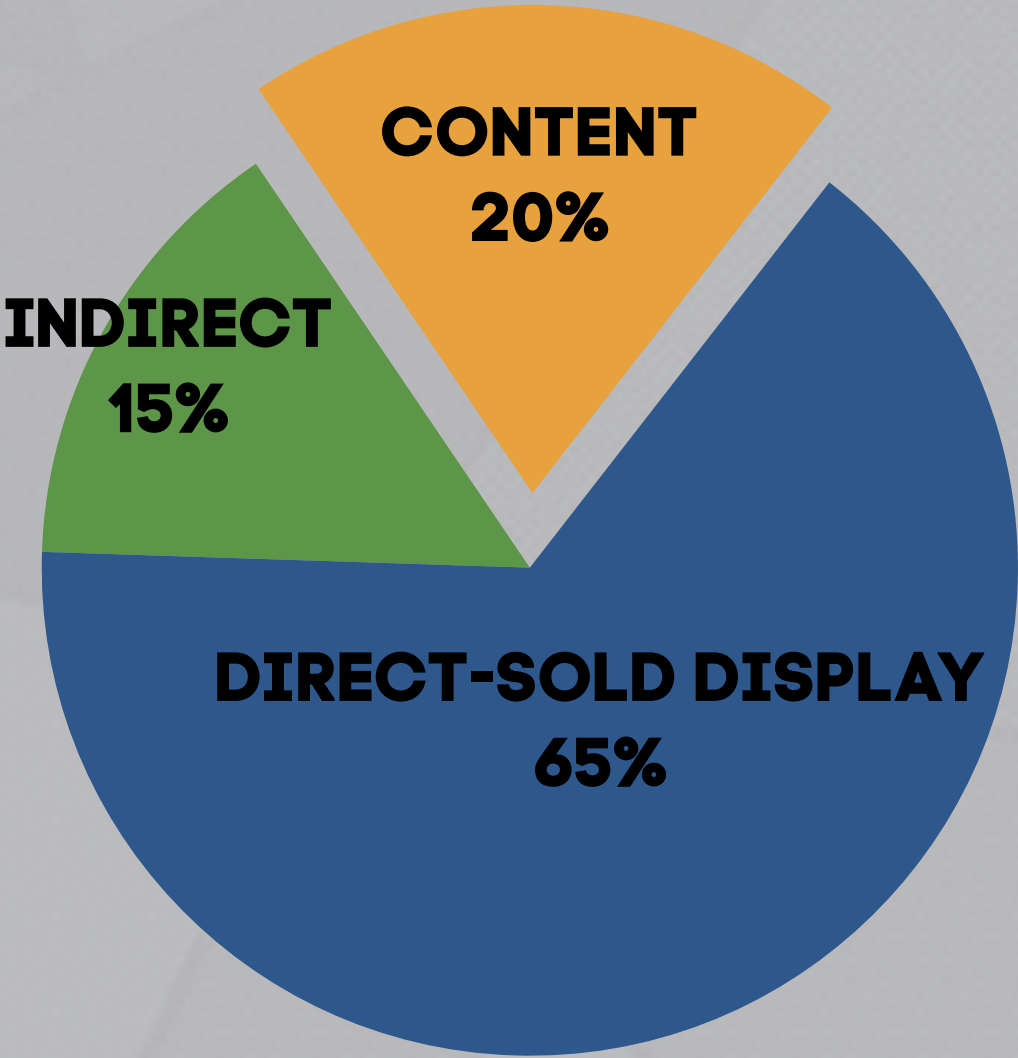


**BY THE END OF THIS GUIDE, WE'LL  
HAVE SHOWN YOU HOW TO INCREASE  
YOUR  
REVENUE  
USING NATIVE ADS**

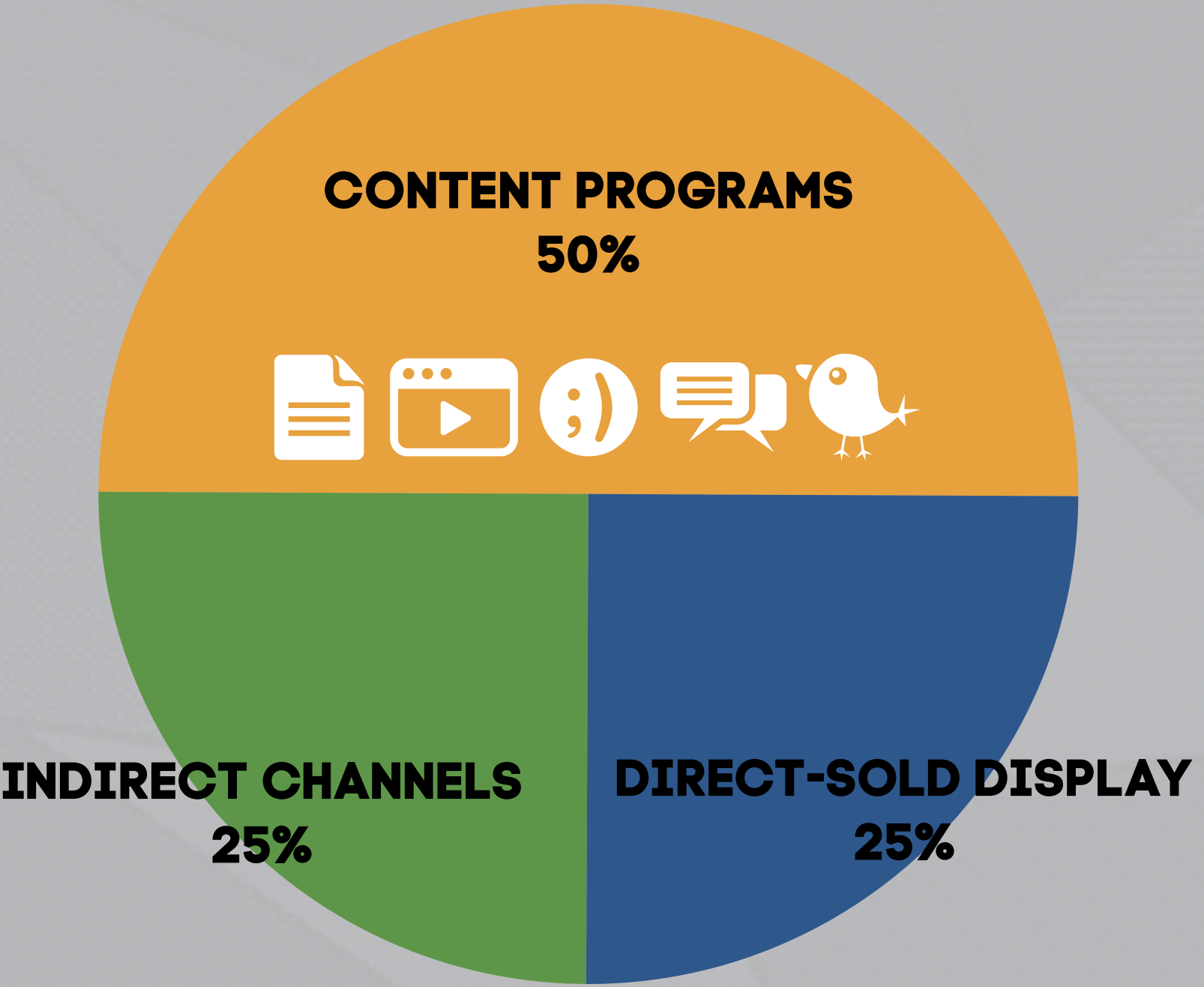


# HOW NATIVE ADS WILL HELP PUBLISHERS.

TODAY:

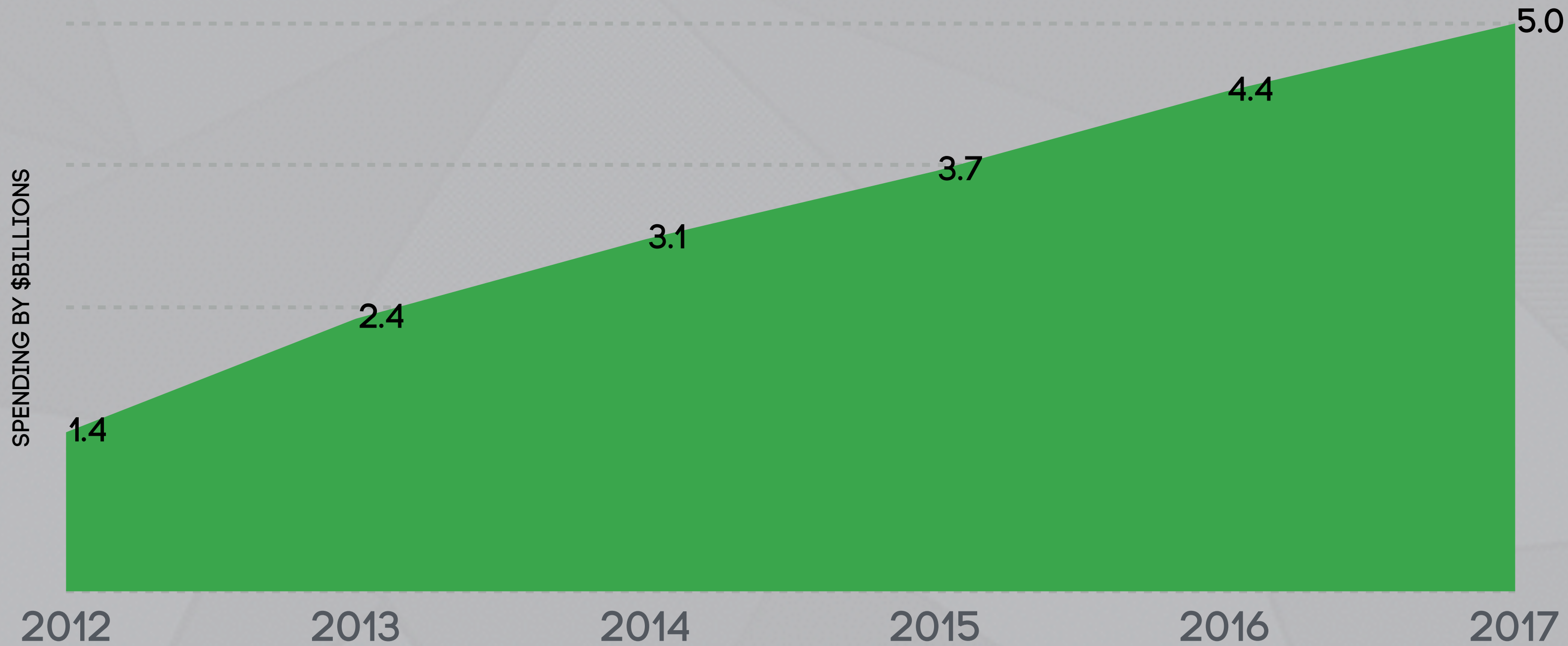


2 YEARS:





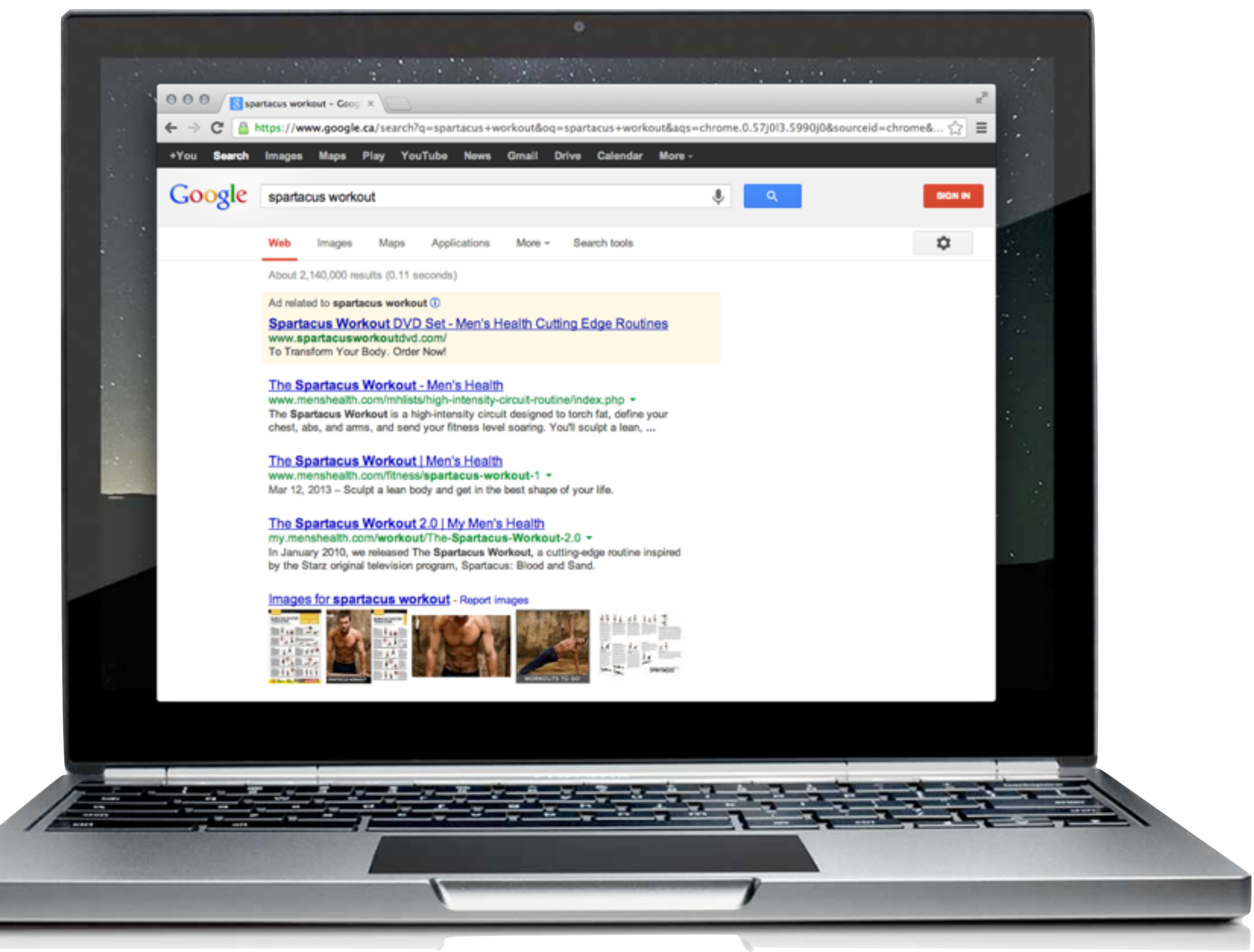
# DIGITAL NATIVE AD SPENDING.



Source: BIA/Kelsey via eMarketer, December 2013



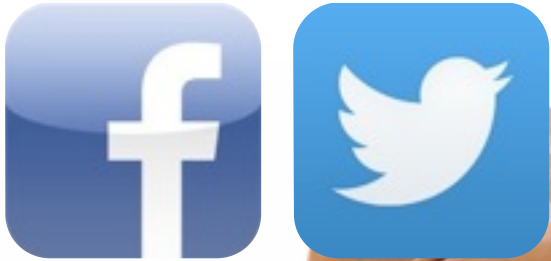
# IT'S LIKE SEARCH ALL OVER AGAIN..



Search is now dominated by only 3 players.



Careful, social sites are eating your native ads lunch!





**1**

**COMPONENTS TO A  
NATIVE AD PROGRAM**

**2**

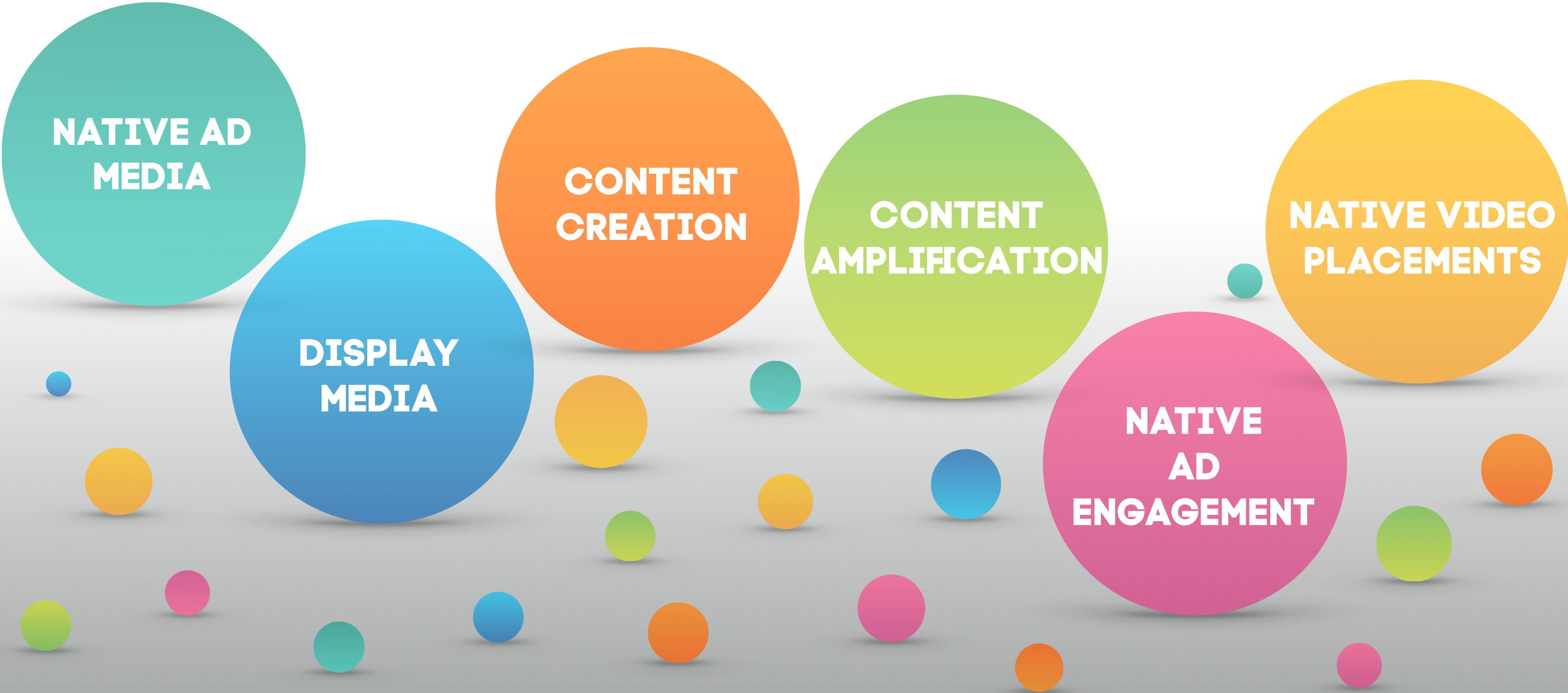
**PACKAGING AND PRICING**

**3**

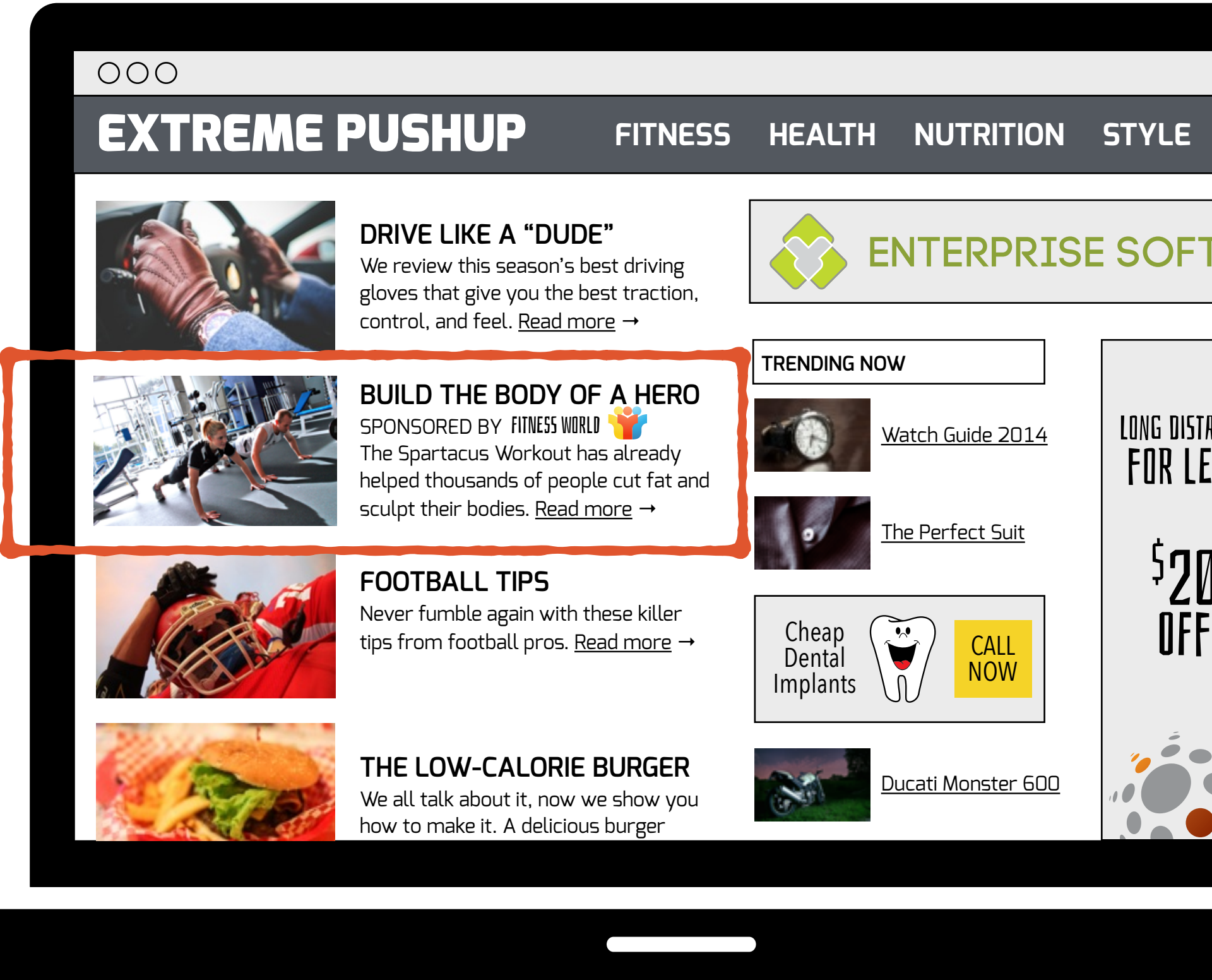
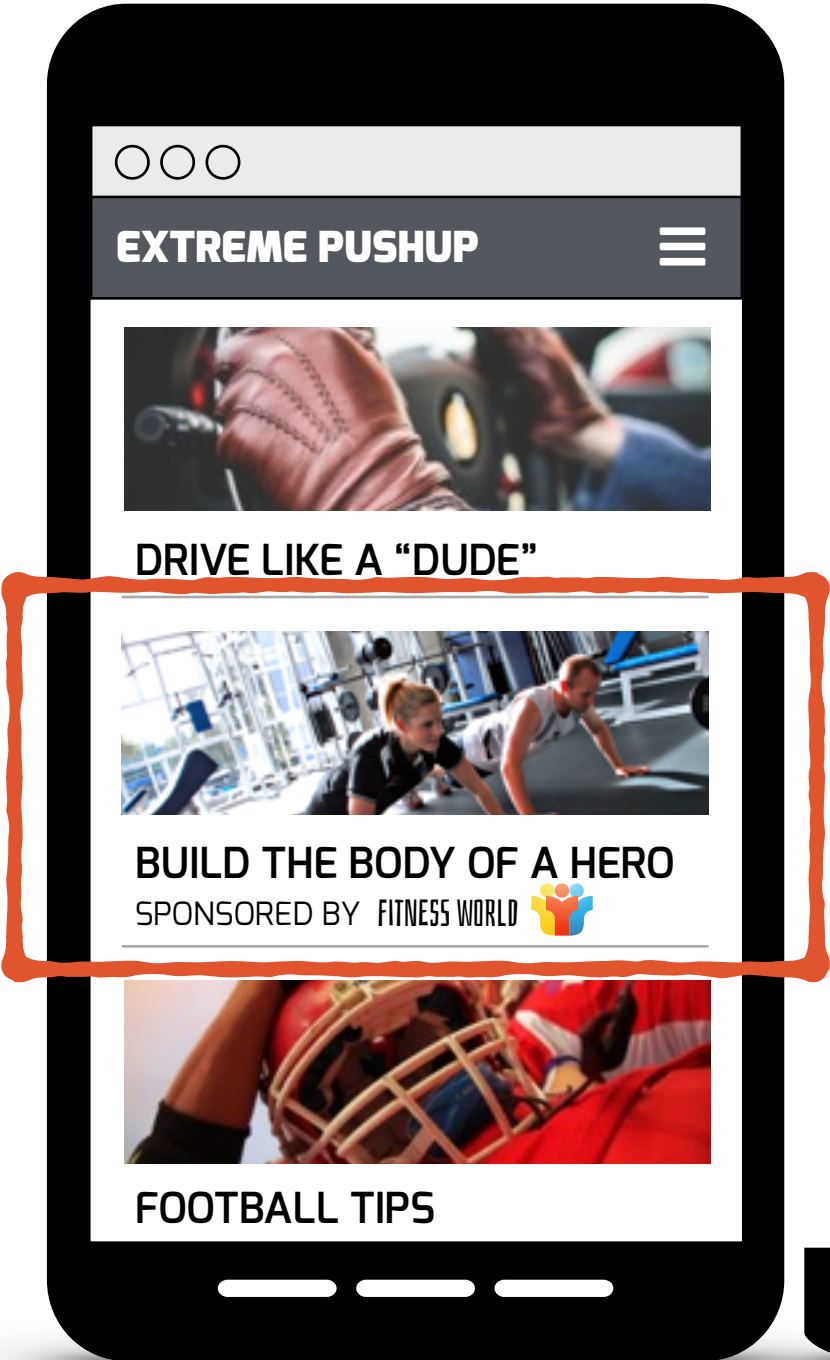
**GO-TO-MARKET TOOLS**



# ALL THE COMPONENTS TO A NATIVE AD CAMPAIGN.









Roadblocking.

Run-of-site.

Audience extension off-site.

○○○


EXTREME PUSHUP

BUILD THE BODY YOU'VE ALWAYS WANTED

20 LOCATIONS!

BUILD THE BODY OF A HERO

SPONSORED BY FITNESS WORLD




The Spartacus Workout challenges your whole entire physique with special consideration to the legs, core and shoulders. Power endurance in these muscle tissues is of utmost importance. In case your legs tire you gain the ability of effectively transferring around to make your opponent. If your core tires

2


○○○

EXTREME PUSHUP


BUILD THE BODY OF A HERO




DRIVE LIKE A "DUDE"



DUCATI MONSTER 600



FOOTBALL TIPS



THE BEST BURGER

○○○

Y4E



TRY THE NEW CROSS-BARRE-YOGA-ZUMBA-PILATES WORKOUT



THE BEST CITIES IN THE WORLD TO YOGA




FEEDING YOUR YOGA BODY


BUILD THE BODY OF A HERO



## CONTENT PLATFORMS


NewsCred

 **kapost**


 LITTLE BIRD

Outbrain SELECT

Contently

 MOVABLE MEDIA

**textbroker**

 **B** BRAFTON

## CREATIVE AGENCIES

## IN-HOUSE

## CUSTOM CONTENT GROUP

### SAMPLE RATE CARD


	TYPE	PRICE	QTY.	BUDGET
	Article	\$2,000	12	\$24,000
	Photo gallery	\$4,000	4	\$16,000
	Video	\$7,500	3	\$22,500
	Info-graphic	\$6,500	10	\$65,000
	Research	\$14,000	4	\$56,000




# SHOUT YOUR MESSAGE WITH PAID DISTRIBUTION.

4


Suggested Post




**Fitness World**  
Sponsored




Look and feel like a movie star super hero!







**Fitness World** @fitnessworld123

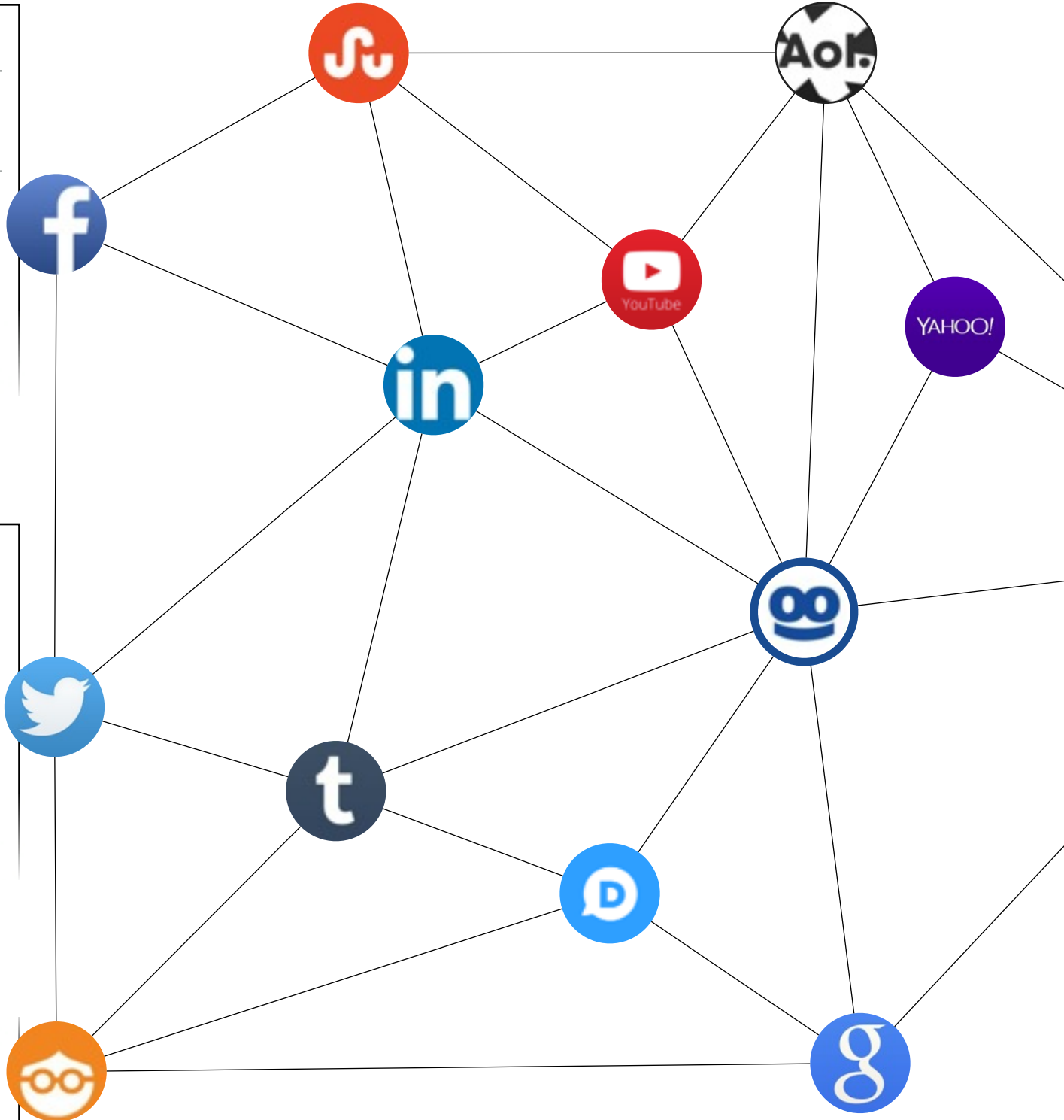
The #SpartacusWorkout has already helped thousands of people cut fat and sculpt their bodies at the #gym.

 Promoted by Fitness World





• **Build the body of a hero** Extreme Pushup

Recommended by 







EXTREME PUSHUP



Sponsored by [Fitness World](#) 

Posted 3 hours ago

Share:    

**BUILD THE BODY OF A HERO**


The Spartacus Workout challenges your whole entire physique with special consideration to the legs, core and shoulders. Power endurance in these muscle tissues is of utmost importance. In case your legs tire you gained the



5

○○○

EXTREME PUSHUP




Sponsored by [Fitness World](#)  
Posted 3 hours ago

Share: [f](#) [t](#) [p](#) [g+](#)

**BUILD THE BODY OF A HERO**  
The Spartacus Workout challenges your whole entire physique with special consideration to the legs, core and shoulders. Power endurance in these muscle tissues is of utmost importance. In case your legs tire you gained the

○○○

EXTREME PUSHUP




**BUILD THE BODY OF A HERO**  
SPONSORED BY [FITNESS WORLD](#)

The Spartacus Workout challenges your whole entire physique with special consideration to the legs, core and shoulders. Power endurance in these muscle tissues is of utmost importance. In case your legs tire you gain the capability of effectively transferring around and evade your opponent. If your core tires

○○○

EXTREME PUSHUP

FITNESS



Share: [f](#) [t](#) [p](#) [g+](#)

The Spartacus Workout challenges your whole entire physique with special consideration to the legs, core and shoulders. Power endurance in these muscle tissues is of utmost importance. In case your legs tire you gain the capability of effectively transferring around and evade your opponent. If your core tires




IN-FEED VIDEO


6


EXTREME PUSHUP


FITNESSHEALTHNUTRITIONSTYLE




DRIVE LIKE A “DUDE”  
We review this season’s best driving gloves that give you the best traction, control, and feel. [Read more](#) →



BUILD THE BODY OF A HERO  
SPONSORED BY FITNESS WORLD   
The Spartacus Workout has already helped thousands of people cut fat and sculpt their bodies. [Read more](#) →





FOOTBALL TIPS  
Never fumble again with these killer tips from football pros. [Read more](#) →





THE LOW-CALORIE BURGER

TRENDING NOW

[Watch Guide 2014](#)

[The Perfect Suit](#)

[Ducati Monster 600](#)



Native and video working together!



**PACKAGING AND PRICING.**



## SAMPLE PACKAGE A

CATEGORY	PRICE
Sponsorship	\$75,000
Total:	\$75,000

Sponsorship price includes:

- Native ad impressions
- Companion display media
- Content creation



SAMPLE PACKAGE

B

CATEGORY	PRICE	TERMS		
Native ad impressions	\$75,000	3 million QTY	impressions TYPE	for native ads \$25 CPM PRICE
Total:	\$75,000			

- CPM builds in:
- Native ad impressions
  - Companion display media
  - Content creation



# NATIVE AD CAMPAIGN PRICING.

## SAMPLE PACKAGE



CATEGORY	PRICE	TERMS		
Native ad media budget	\$75,000	3 million QTY	impressions TYPE	for native ads \$25 CPM PRICE
Content creation budget	\$15,000	12 QTY	articles over	30 days DURATION
Display media budget	\$30,000	2 million QTY	for display ads at	\$15 CPM PRICE
Total:	\$120,000			



# NATIVE AD CAMPAIGN PRICING.

## SAMPLE PACKAGE D

CATEGORY	PRICE	TERMS		
Native ad media budget	\$75,000	3 million QTY	impressions TYPE	for native ads \$25 CPM PRICE
Content creation budget	\$15,000	12 QTY	articles over	30 days DURATION
Display media budget	\$30,000	2 million QTY	for display ads at	\$15 CPM PRICE
Content amplification	\$20,000	80 thousand QTY	impressions across all sites at	25¢ CPC PRICE
Branded video	\$20,000	1 million QTY	video impressions	\$20 CPM PRICE
Total:	\$160,000			





EXTREME PUSHUP EXTREMEVOICE SPONSORSHIP PACKAGES



“ELITE” AD PACK

MEDIA:

- 💪 1MM native impressions
- 💪 4 articles created
- 💪 1MM display

PLACEMENT:

- 💪 Desktop and mobile
- 💪 Section and article page

VALUE:

\$25,000

“SUPER ELITE” AD PACK

- 💪 4MM native impressions
- 💪 12 articles created
- 💪 6MM display
- 💪 10% paid amplification

- 💪 Desktop and mobile
- 💪 Section and article page
- 💪 Home page

\$100,000





**GO-TO-MARKET STRATEGY.**



# WHAT'S IN A NAME?

To give you some ideas, let's look at some native ad brands already in use:

				
The Washington Post Brand Connect	Slate Custom	Forbes BrandVoice	Wall Street Journal WSJ. Custom Studios	Huffington Post Partner Studio
				
Facebook Sponsored Links	Buzzfeed Advertise	Twitter Promoted Tweets	Foursquare Ads	Yahoo Stream Ads and Yahoo Gemini





## » Branded Content Consulting

- Making branded content engaging / shareable
- Branded Content Strategy



## » Content Creation

- Custom Videos & Articles
- Our team will help you make content our audience wants



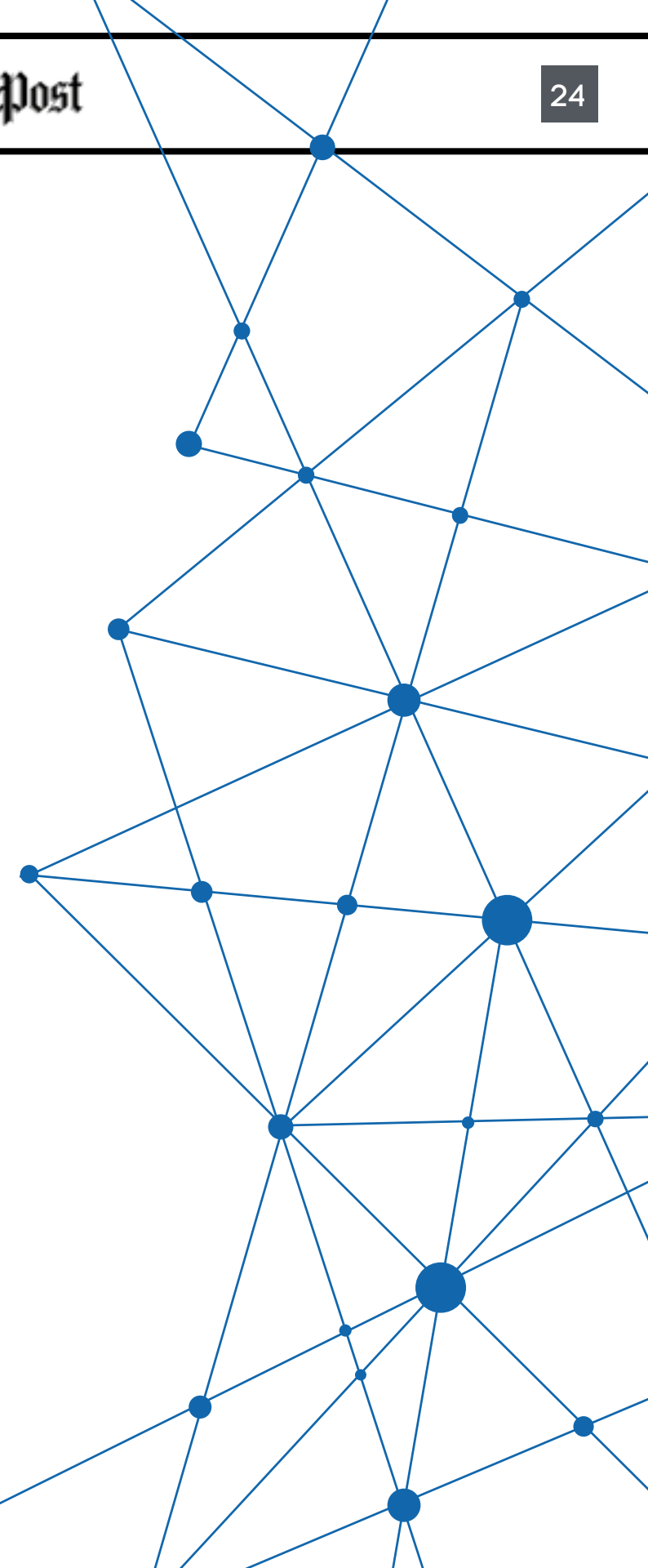
## » Social Amplification

- Organic and/or Paid
- Timely Headlines to take advantage of current events



## » Advanced Measurement

- Engagement and Social Metrics for deeper understanding





Slate  
CUSTOM



# BADGING YOUR PROMOTED CONTENT.

Badge when the PUBLISHER  
writes the content

Badge when the SPONSOR  
writes the content

Some suggestions

SPONSORED CONTENT

SPONSORED FEATURE

PRESENTED BY [SPONSOR'S NAME]

BROUGHT TO YOU BY [SPONSOR'S NAME]

DEDICATED FEATURE

BRANDED CONTENT

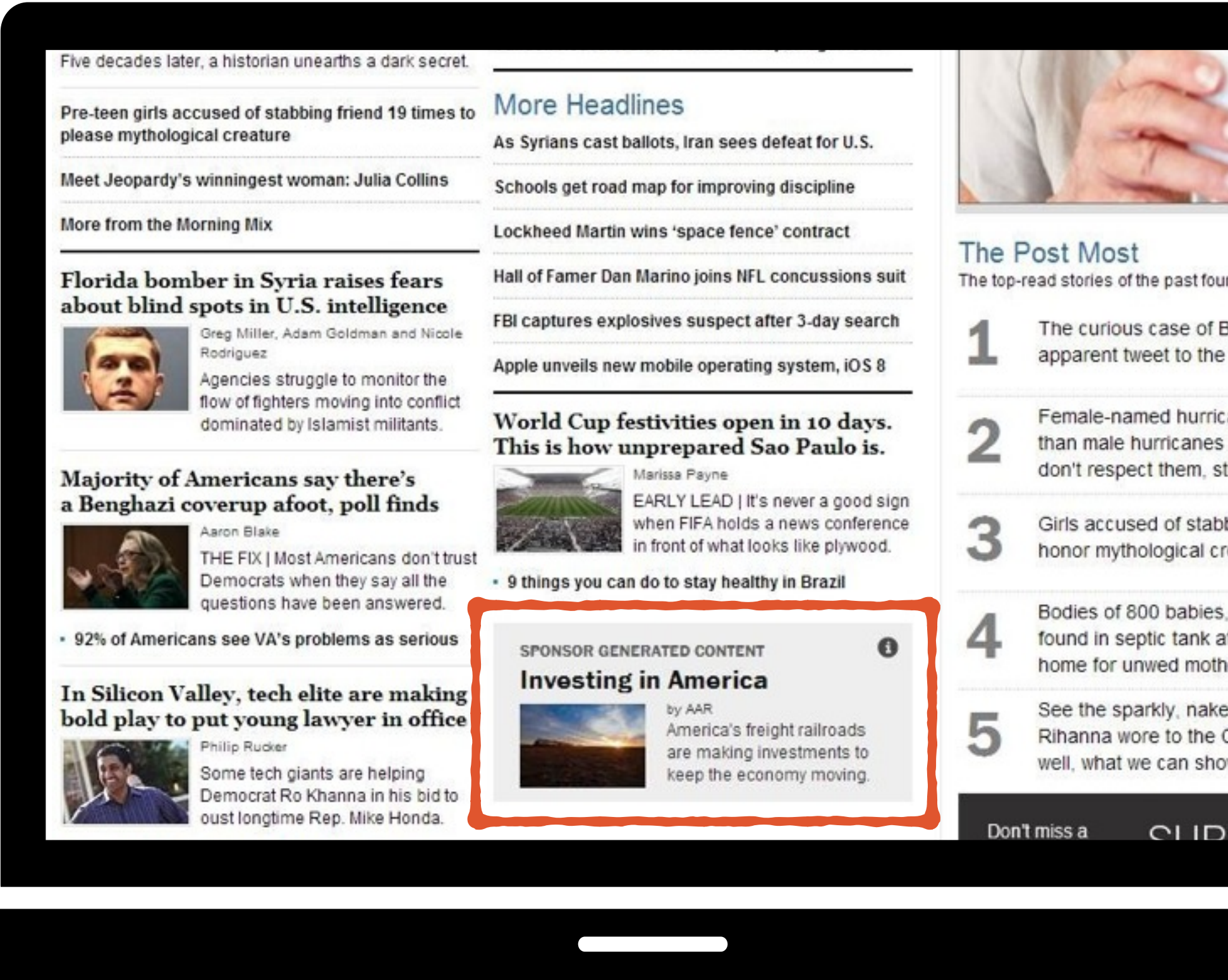
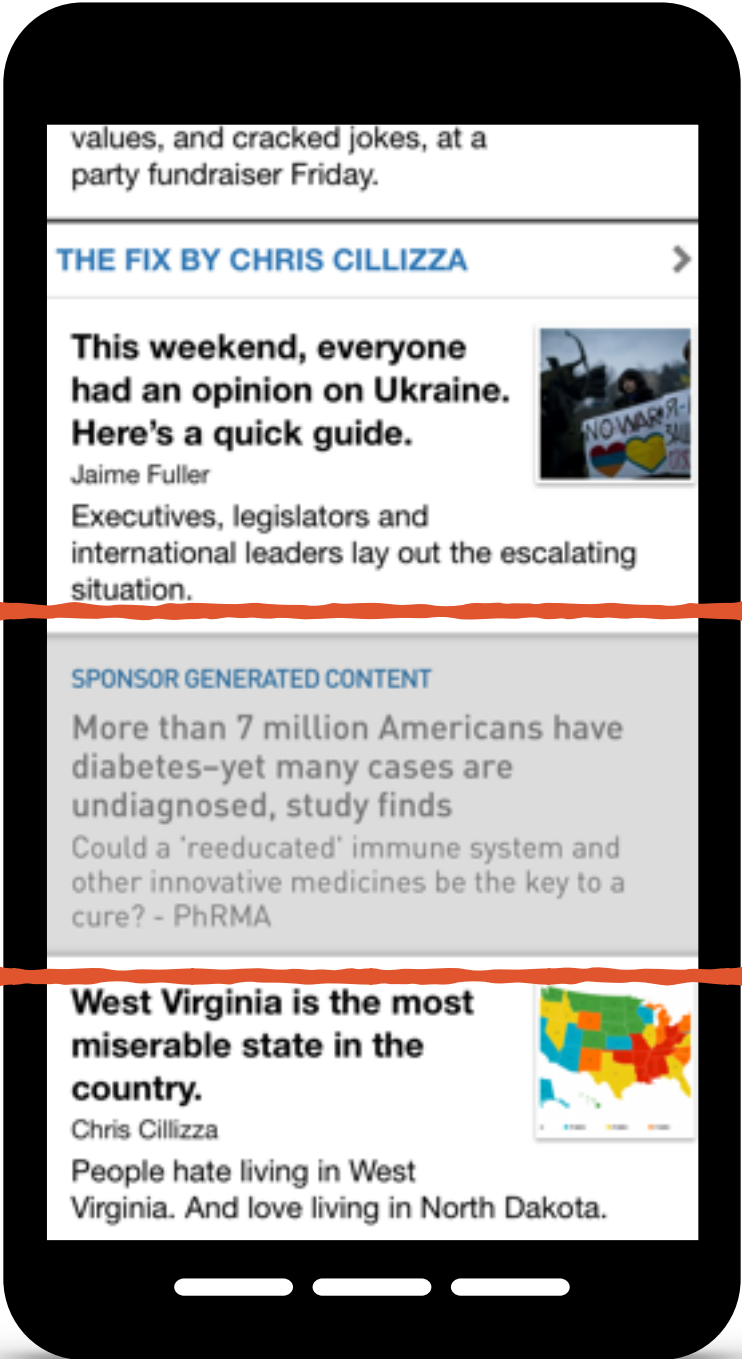
SPONSOR GENERATED CONTENT

PAID PROMOTION

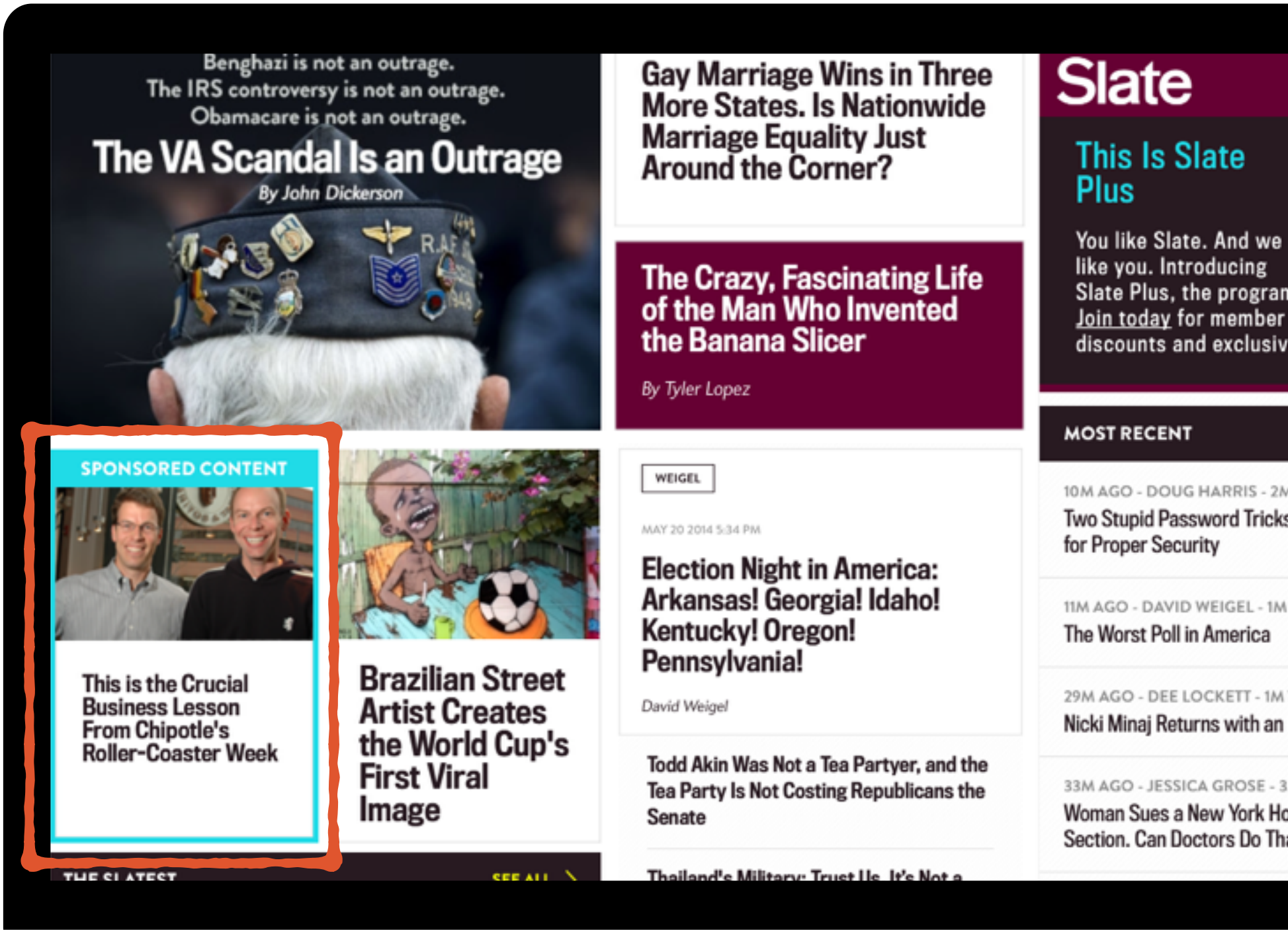
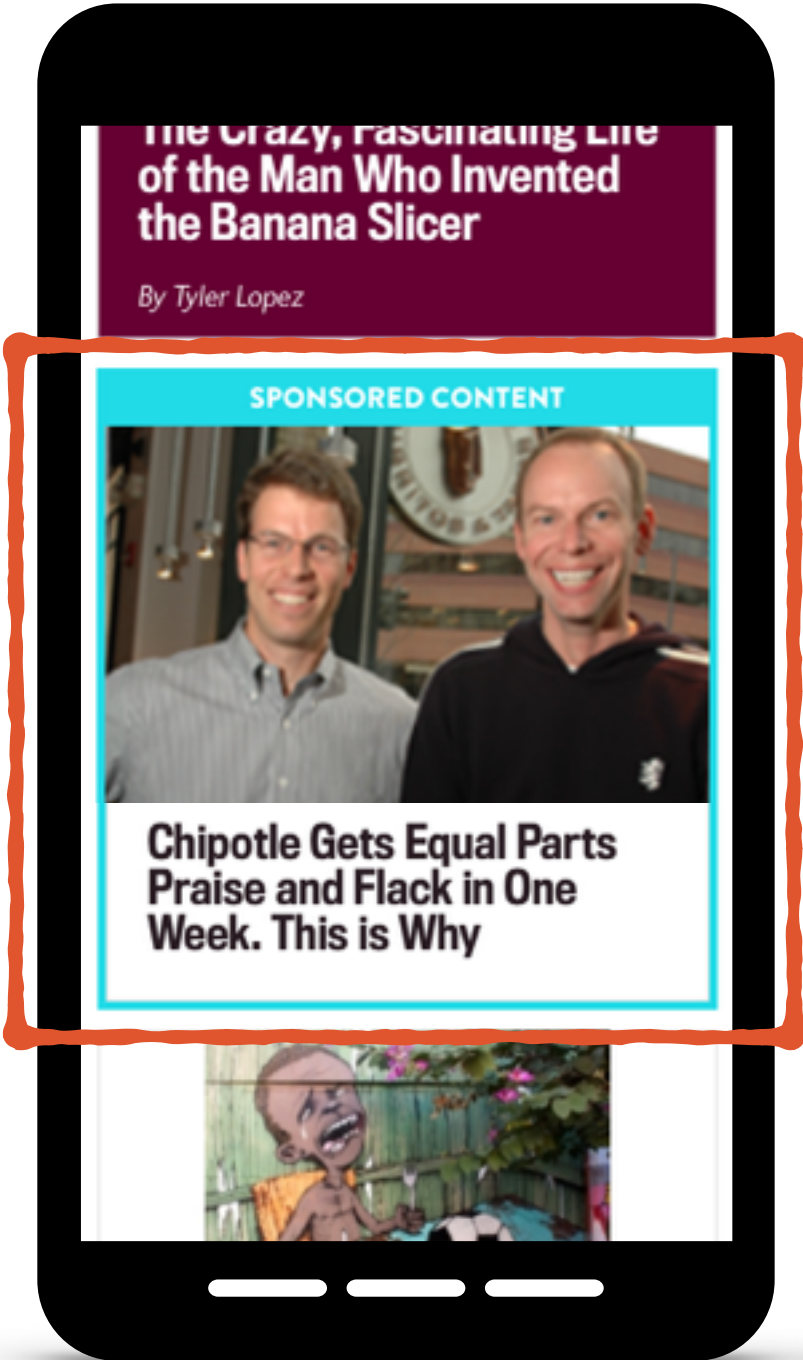
PARTNER CONTENT

FEATURED PARTNER











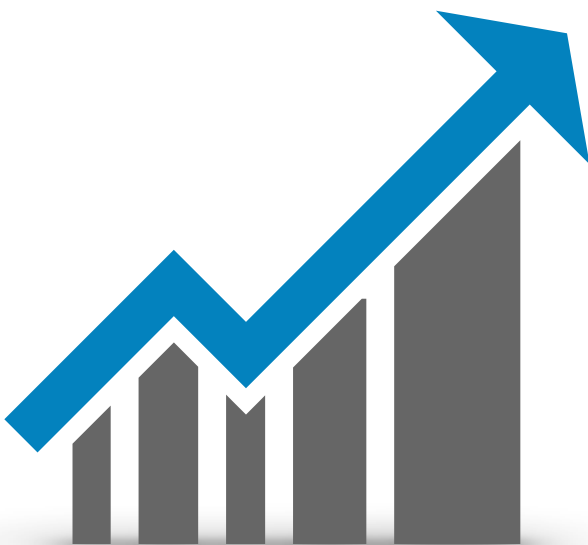
Your sales team is your key to selling more. Put tools together to educate them on native ads, your offering, and incentives to sell it.



Training



Sales kit with pitch deck



Targets and Spiffs

(example)  
**\$3,000**  
for closing in the  
first 90 days



**BUILD THE  
COMPONENTS**

**BRAND AND  
PRESS PLAN**



**PRICE AND  
PACKAGE**

**SALES  
ENABLEMENT**




# THANKS

We hope you enjoyed our discussion. Hop on over to our site for more resources as we continue to expand our series on native ads best practices.

FOR A COPY OF THIS DECK, EMAIL [TONY@POLAR.ME](mailto:TONY@POLAR.ME)

 [www.polar.me](http://www.polar.me)

 [www.polar.me/blog](http://www.polar.me/blog)

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