

# WOOD FLOOR BUSINESS

Empowering Wood Flooring Professionals

**New Name. Same Trusted Industry Resource.**

## Sponsored Content: What's Included

### Print:

1. The advertiser submits all copy and photos they would like included.
2. The advertiser can select a one or twopage layout for their content. (Additional pages can be accommodated on a casebycase basis.)
  - a. One page = about 500 words
  - b. Two page = about 1,000 words
3. The advertiser selects one of two template layout options produced by Wood Floor Business.
4. All template layouts clearly identify the content as "Sponsored Content."
5. Wood Floor Business chooses where in the magazine the sponsored content appears.
6. The advertiser may provide a website link and/or phone number to be included at the conclusion of the sponsored piece with one additional sentence enticing readers to click.
  - a. *This content was paid for by Company X. Learn more about Company X's solutions by visiting their website at CompanyX.com.*
7. Photos accompanying the article may show branded products that relate to the article as long as they shown in use (e.g., finish being applied on a real job site, a sander running). Straight product photos cannot be included.

### Digital:

1. Content is posted on woodfloorbusiness.com and appears alongside regular editorial content.
2. The content is categorized into one of the site's standard site categories.
3. If the sponsored content also appeared in print, it is published online in the same timeframe as other articles from the issue in which it appeared.
4. Content is clearly labeled as "sponsored" in the headline.

5. In addition to the headline, content is clearly labeled as “sponsored” in the body of the article in italics *before* the article begins.
6. The advertiser may provide a website link and/or phone number to be included at the conclusion of the sponsored piece with one additional sentence enticing readers to click.
  - a. *This content was paid for by Company X. Learn more about Company X's solutions by visiting their website at CompanyX.com.*
7. The advertiser may provide additional photos, videos, social media posts and links to be embedded in their piece of sponsored content. This content may not include links to competing media brands' websites or embedded media produced for or by a competing media brand.
8. Sponsored content, whether an article or video, will be included one time in the WFB ENews in a prominent position at the discretion of the editorial team.
9. Sponsored content will be shared one time on the Wood Floor Business Twitter, Facebook and Pinterest accounts.
10. In accordance with FTC regulations, sponsored social media posts will be clearly labeled by including #sponsored, #advertisement or #ad in the post.
  - a. *Our team will make all attempts to tag the advertiser's social media accounts in the post.*
  - b. *If the advertiser wants to guarantee that the proper social media account is tagged, they should provide links to their social media accounts upon submission of the content.*
11. Comments on the article/video itself, whether on our website or social media, will be monitored in the same fashion as regular editorial content per our [privacy policy](#). Comments will not be deleted simply because they provide negative feedback.
12. The article/video/social media posts remains online in perpetuity, as with all regular editorial content.
13. At the advertiser's request, we will remove a piece of sponsored content from our website.
14. Statistics on the performance of sponsored content will be delivered to the advertiser as requested.