

Inc. BrandView 2022



Promotion On Inc.com

Advertiser message will be built into a 400-500 word story on a dedicated html page.

Inc. will push readers to Advertiser's message with a suite of promotion units/tactics on inc.com:

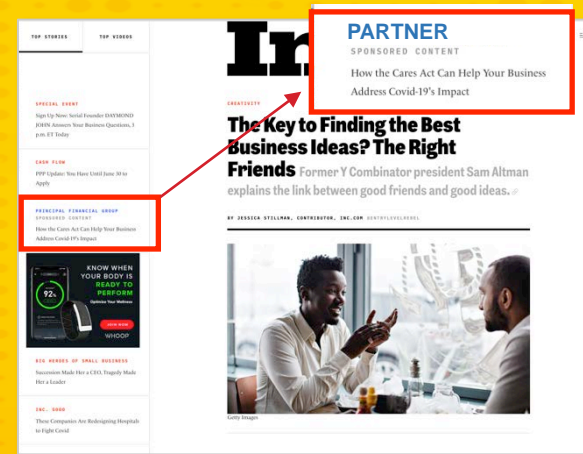
- Nav Bar Headline Tiles (Ex. #1)
- Mid-Article Injection Tiles (Ex. #2)
- 2nd Scroll Position (Ex. #3)

These units/tactics will run across article & channel pages on Inc.com, and deliver the campaign's impressions over a fixed time period. (Ex. 2 Months)

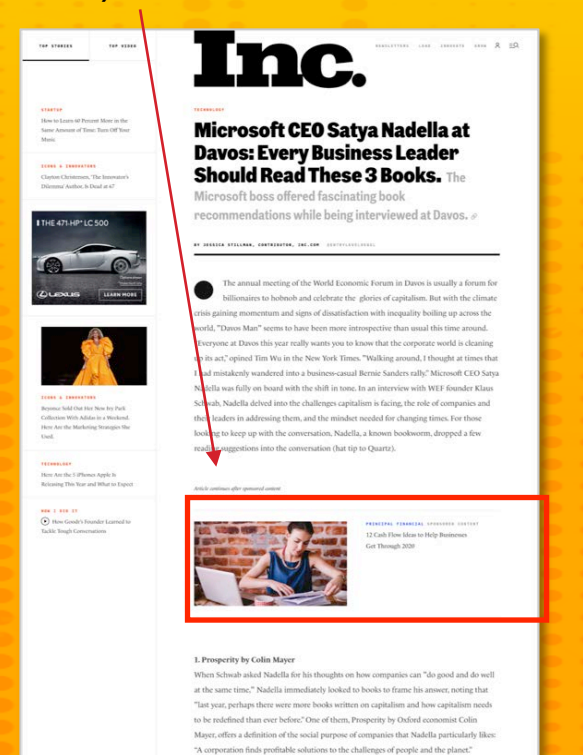
St. PetersburgView:

www.inc.com/stpetersburg/where-entrepreneurs-go-to-work-and-play.html

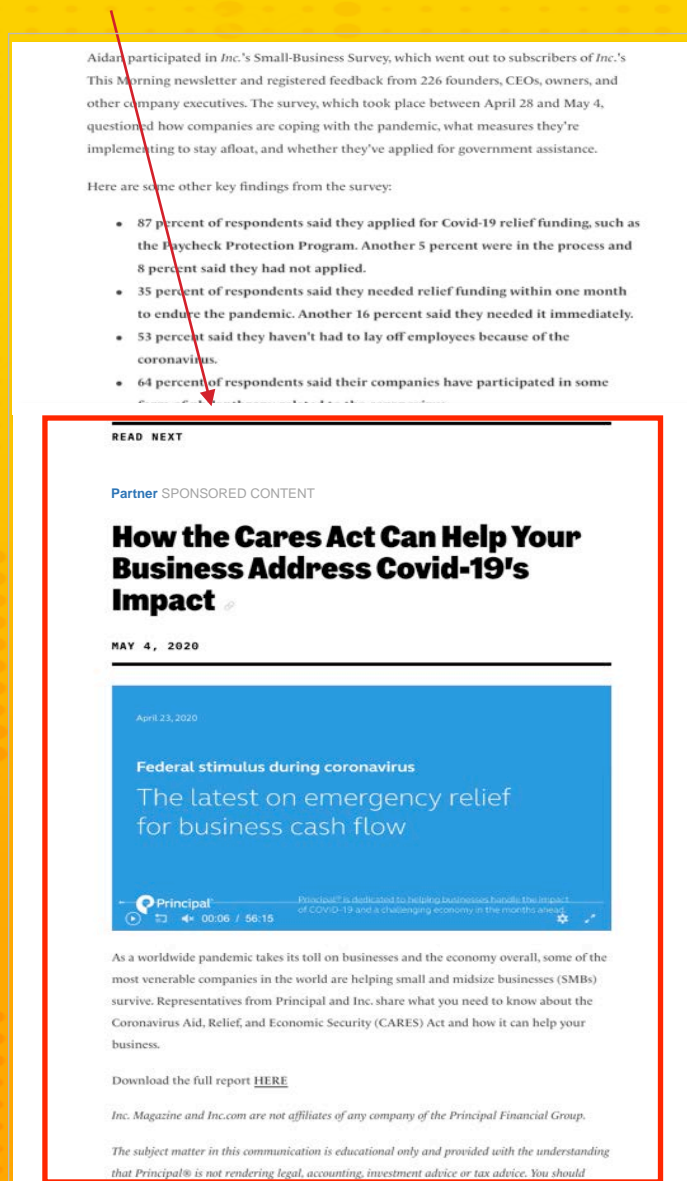
Ex. #1) NAV BAR HEADLINE TILES



Ex. #2) MID-ARTICLE INJECTIONS TILES



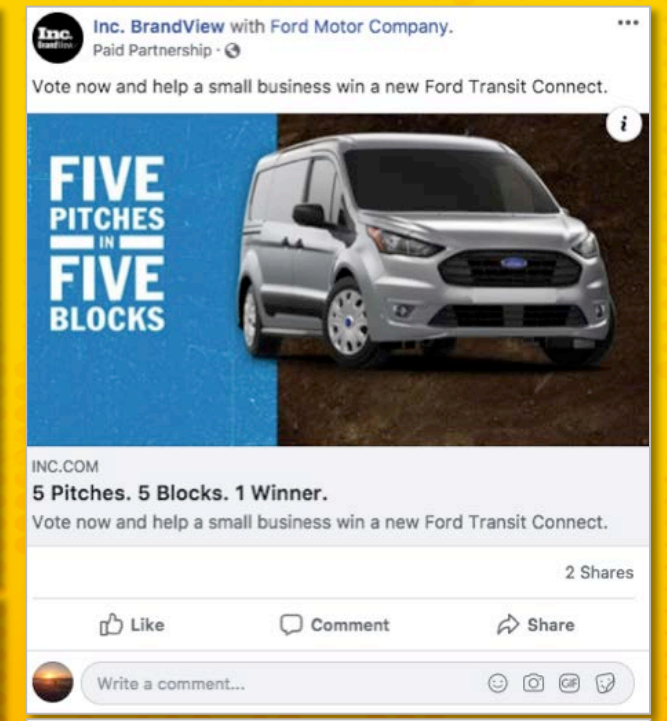
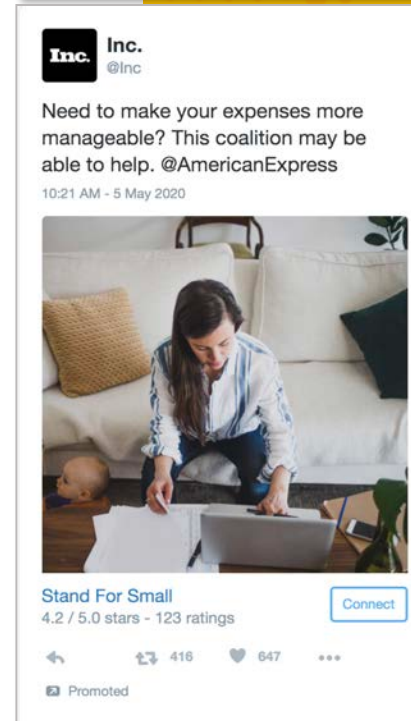
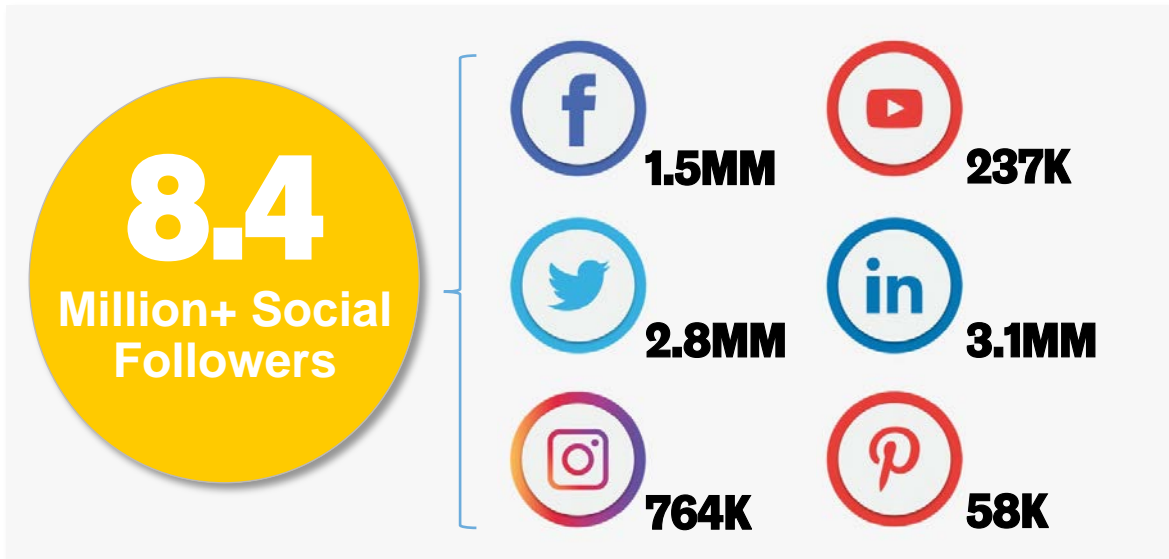
Ex. #3) 2nd SCROLL POSITION ('READ NEXT')



More Promotion On @Inc. Social Channels

Inc. will drive the social conversation and engagement around Advertiser content with posts via *@Inc.* social handles.

Posts will feature a Partner brand handshake.



Article Page

When headline or native tile are clicked, they will lead user to a landing page where the article will live.

On that landing page, we can accommodate the following ad units...

- **970x250 or 728x90** (top of page or bottom of page)
- **300x250** (left hand side of page)
- **300x600** (left hand side of page, on scroll)
- **320x50** (mobile)

St. PetersburgView:

www.inc.com/stpetersburg/where-entrepreneurs-go-to-work-and-play.html

The screenshot shows the Inc. website interface. At the top left, there are navigation links for 'TOP STORIES' and 'TOP ADVERTISERS'. Below this is a sidebar with several article teasers, each with a title, a small image, and a 'Read More' button. The main content area features the Inc. logo at the top right, followed by the article title 'Where Entrepreneurs Go to Work and Play' and a sub-headline. A large image of a waterfront city skyline is displayed below the headline. The article text begins with a paragraph about St. Petersburg's growth and its appeal to entrepreneurs. The page is designed with a clean, modern aesthetic, using a blue and white color palette.

Inc. BrandView FAQs

- We'd be able to accomplish this in about 5-6 weeks' time. It all depends on the launch date.
- ******We'd have our editor or writer speak to you on the topic you'd like to promote/be a leading expert in.
- ******After the interview, our writer will craft the piece (roughly about 500 words with an image and headlines, as that's what the layout will hold). We'd send it to you for your approval.
- After a round of approvals, and everything is factually accurate, we will move to the layout portion.
- We always ask if you'd like to submit any images for consideration (images have to be high-res and meet approval), but we'd build the layout and send for your second approval.
- Once we have that, it will be ready for publishing.
- Native executions are created straight from the headlines and images on article pages.

****** Only applies when Inc. Content Studios creates content

