ITAC. BrandView/ 2022



INC. BRANDVIEW

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:

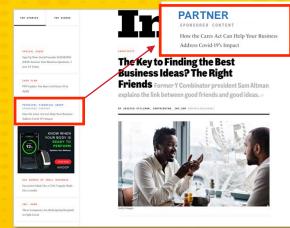
- O Nav Bar Headline Tiles (Ex. #1)
- O Mid-Article Injection Tiles (Ex. #2)
- o 2nd Scroll Position (Ex. #3)

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)

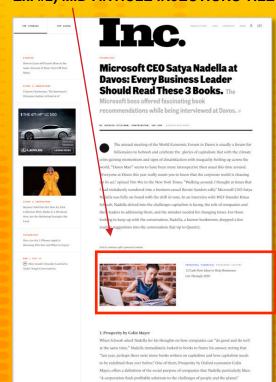
St. PetersburgView:

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')

Aidan participated in Inc.'s Small-Business Survey, which went out to subscribers of Inc.'s This Morning newsletter and registered feedback from 226 founders, CEOs, owners, and other campany executives. The survey, which took place between April 28 and May 4, questioned how companies are coping with the pandemic, what measures they're implementing to stay afloat, and whether they've applied for government assistance.

Here are some other key findings from the survey:

- 87 percent of respondents said they applied for Covid-19 relief funding, such as the Psycheck Protection Program. Another 5 percent were in the process and 8 percent said they had not applied.
- 35 percent of respondents said they needed relief funding within one month to endure the pandemic. Another 16 percent said they needed it immediately
- 53 percent said they haven't had to lay off employees because of the
 coronavirus.
- 64 percent of respondents said their companies have participated in some

Partner SPONSORED CONTENT

How the Cares Act Can Help Your Business Address Covid-19's Impact

MAY 4, 2020

Federal stimulus during coronavirus

The latest on emergency relief for business cash flow

Principal:

October 56:15

As a worldwide pandemic takes its toll on businesses and the economy overall, some of the

As a worldwide pandemic takes its toll on businesses and the economy overall, some of the most venerable companies in the world are helping small and midsize businesses (SMBs) survive. Representatives from Principal and Inc. share what you need to know about the Coronavirus Aid, Relief, and Economic Security (CARES) Act and how it can help your business.

Download the full report HERE

Inc. Magazine and Inc.com are not affiliates of any company of the Principal Financial Group.

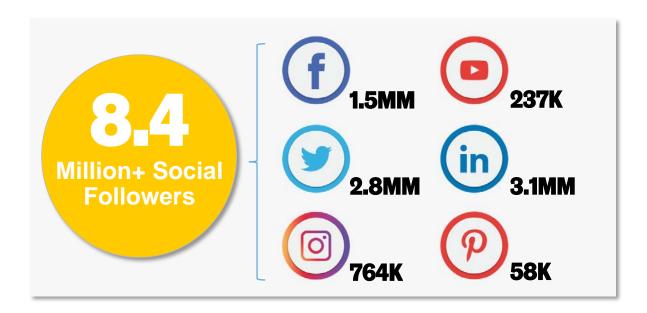
The subject matter in this communication is educational only and provided with the understanding that Principal® is not renderine leval, accounting investment advice or tax advice. You should

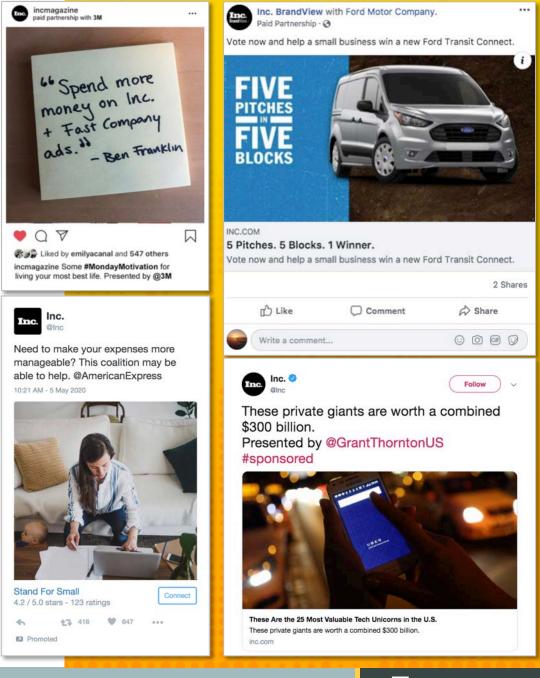
INC. BRANDVIEW

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)
- o **320x50** (mobile)

St. PetersburgView:

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



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.
- o 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

