



SHAPE AMERICA BLOG

PROMOTED CONTENT POSTS

LIMIT 4 PER MONTH

Our native advertising option will give your brand the platform to share your expertise and build relationships with health and physical education professionals.

PROVIDED MARKETING & PROMOTIONAL SUPPORT

- Advertiser will be provided with a URL link for the Promoted Content Post.
- Post will initially appear on the landing page of the SHAPE America blog and thereafter may be found by scrolling through previous posts.
- All Promoted Content Posts will be promoted on the SHAPE America home page for one (1) week and through the *Et Cetera* e-newsletter and SHAPE America social media feeds.
- Advertiser shall receive a Medium Rectangle Ad to appear in the right column of the Promoted Content Post page.



TECHNICAL SPECIFICATIONS

Post Headline: up to 10 words

Post Content Word Count: 500-1,200 words

Featured Image: 680px W x 350px H (JPG format, 300 DPI); should tie into the content of the post and should not include a logo

Additional Images: up to 600px W (JPG format, 300 DPI); may provide 2-3 images

Logo: 175px W x 175px H (JPG format; 300 DPI)

Company Description: up to 50 words

Category: select one (1) category tag

Right Column Square Ad: 300px W x 250px H (JPG format, 300 DPI) and one (1) URL link

READ PAST PROMOTED CONTENT POSTS



EDITORIAL GUIDELINES

- Advertisers who want the benefit of contributing editorial content must agree to meet SHAPE America's required Editorial Guidelines and Writing Tips. SHAPE America reserves editorial rights and approval of all Promoted Content Posts.
- The tone and quality of Promoted Content Posts should reflect SHAPE America editorial values — and primarily serve the reader. This means no "hard sell" of products and services — nothing that would be considered a commercial or sales pitch.
- Effective blog content should be honest and provide value to the reader, even to someone not interested in buying or using a particular product or resource.
- Remember who the target audience is and write for them. Most blog posts are intended for the professional HPE audience, including health and physical education teachers, HPE professionals in higher education and future professionals.
- All Promoted Content Posts will be labeled and tagged as "Promoted Content," in addition to one other category tag of the advertiser's choice.
- Paid advertising placements are suppressed on Promoted Content Posts. SHAPE America reserves the right to showcase Year-Round Mission Partner logos in the right column of the post.

CONTENT DEADLINE

Content is **due two (2) weeks prior** to the agreed upon publish date.

CONTENT SUBMISSIONS

All content must be submitted via the **Promoted Content Post Submission Form**

WRITING TIPS

- Use conversational, simple language that is easy for readers to digest.
- Use short sentences, short paragraphs, headers and lists to make the post more readable.
- Avoid excessive acronyms.
- Use text links within the post when referencing information from other articles or websites.
- Suggestions for crafting a headline that will capture readers' attention:
 - **Use numbers and lists.** Starting your headline with a number helps it stand out. Readers love lists, too, because it gives them a clear idea of what to expect in the article.
 - **Example:** *7 Fun Back-to-School Activities for Elementary PE*
 - **Use words that are proven to attract readers.** Examples include: Best; Reasons; Ways; Tips; Tricks; Secrets; Ideas; Techniques; Strategies; and Facts.
 - **Example:** *3 Strategies for Getting More Professional Development Funding*
 - **Explain the educational value of the blog post using attention-getting words and phrases.** Examples include: "How to"; "101"; "Complete Guide" and "Beginner's Guide."
 - **Example:** *Creating a Before-School Walking Club: A Beginner's Guide*