



# 2016 Online Advertising

## Sponsored Content

### Native Advertising

**Specifications:**

**Client Provided Article:** Text of article – to be approved by CFPN editorial, Length Variable (Suggested length 1,500 words)

**CFPN Created Article:** Topic of interest / Direction for assigned writer, Length Variable

**Title** Name of article - 45 characters or less (approximately 7 words)

**Intro Text:** 80 character description of article (approximately 16 words) to appear under title on home page and e-newsletter

**Logo:** 120x60 – jpg, gif, png (image only, no url)

Tracking pixels accepted