

ADVERTORIAL GUIDELINES

ONE SIMPLE RULE FOR MAXIMUM IMPACT

TRUST. It's the cornerstone of long-term, profitable business relationships. That's why *Canadian Underwriter* are so committed to earning the trust of our highly qualified audience of insurance professionals.

We do it by consistently delivering authoritative content that drives their success and satisfaction. A trusting audience is a receptive audience: one that's eager to engage with us and our business partners.

Clarity and transparency are essential to sustaining the trust we've earned. With that in mind, we offer this **one simple rule** for optimizing your content-marketing investment in *Canadian Underwriter*:

IMBUE YOUR CREATIVE WITH YOUR BRAND IDENTITY.

WHY?

1. It's easy to do;
2. It reduces the chance of confusion with our content;
3. Most importantly, it ensures that readers associate the content with your brand and no one else's.

HOW?

1. Employ your brand colour palette;
2. Position your logo prominently;
3. Use your established typefaces;
4. And, of course, share the helpful ideas and insights that demonstrate your company's subject-matter expertise and thought leadership.

Of course, Canadian Underwriter must reserve the right to appropriately label or withhold the publication of any advertising that, in our opinion, stands a reasonable chance of confusing or misleading readers, or drawing our editorial integrity into question. However, we believe that following our one simple rule will maximize the connection between your message and our prized audience, and help you build the trust that every marketer craves from its customers.

If you have any questions, your advertising consultant would be happy to answer them.

Thank you for your support.

FOR MORE INFORMATION CONTACT:

Sandra Parente
(416) 510-5144
sandra@canadianunderwriter.ca

Pam Chodda Young
(416) 510-5122
pam@canadianunderwriter.ca

CHECKLIST & GUIDELINES NATIVE ADVERTISING PROGRAM

CONTINUED

3. PAGE HEADER

- 490 W x 275 H
- Should include customer branding (e.g. logo)
- Should not duplicate headline of native content piece
- Can support headline with additional information or serve as brand creative driving audience to customer website

SOCIAL MEDIA POSTS

1. ANCHOR IMAGE

- 490 W x 275 H
- Must not include customer branding (e.g. logo, product)
- Is free of text overlays
- Ideally, is thematically related to the content (e.g. illustrates the story tension or reader benefit)
- One anchor image per program or program stage

2. POST TEXT

- Should fit within space constraints of Twitter, Facebook and LinkedIn; 140 characters max. remains ideal
- Be sure to include a shortened link directly to the native content page
- Hashtags are encouraged but optional
- If written in the first person, post should be appended with “via @yourname” or “from YourName”
- All posts will be marked as (PAID) or #PAID
- Posts can vary from day to day but not from platform to platform; e.g. if your program includes six posting days on each of three social media platforms, you can supply up to six unique posts – not 18.
- Because any given post will be used on Twitter, Facebook and LinkedIn, a post’s structure and tone should suit all three platforms