

BIG

BRANDED

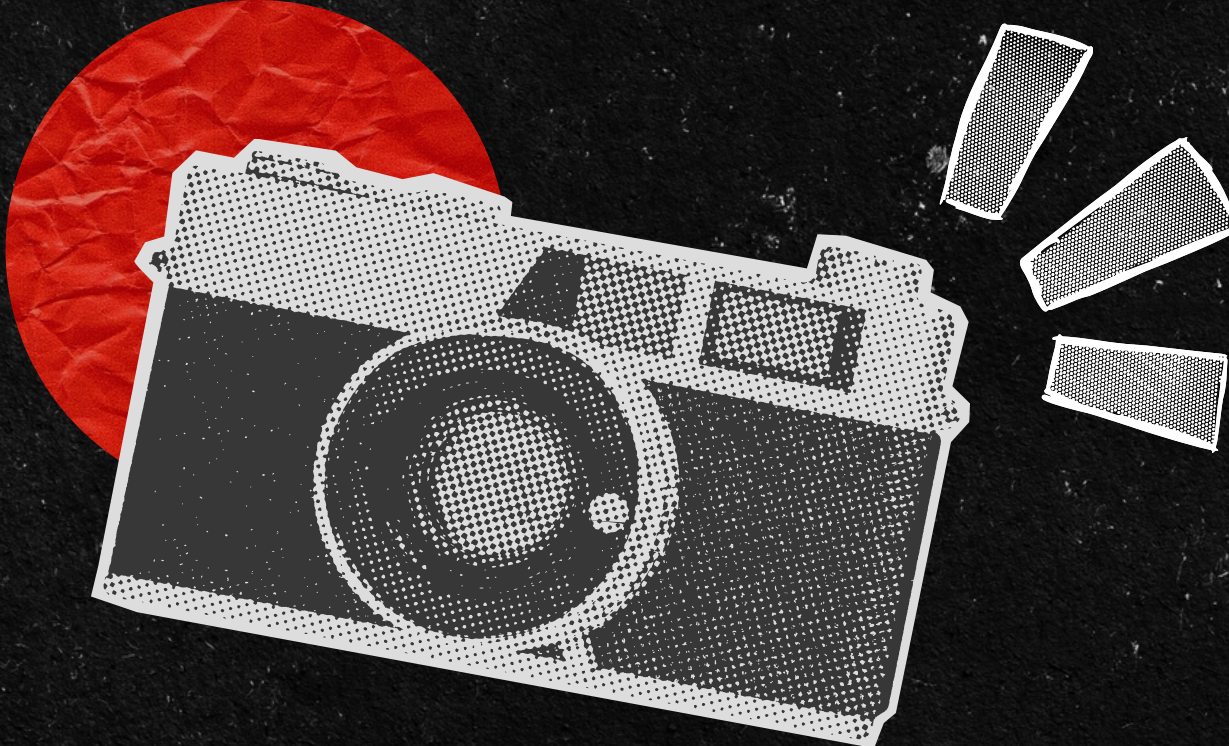
CALL!



March 2024



CREATIVE

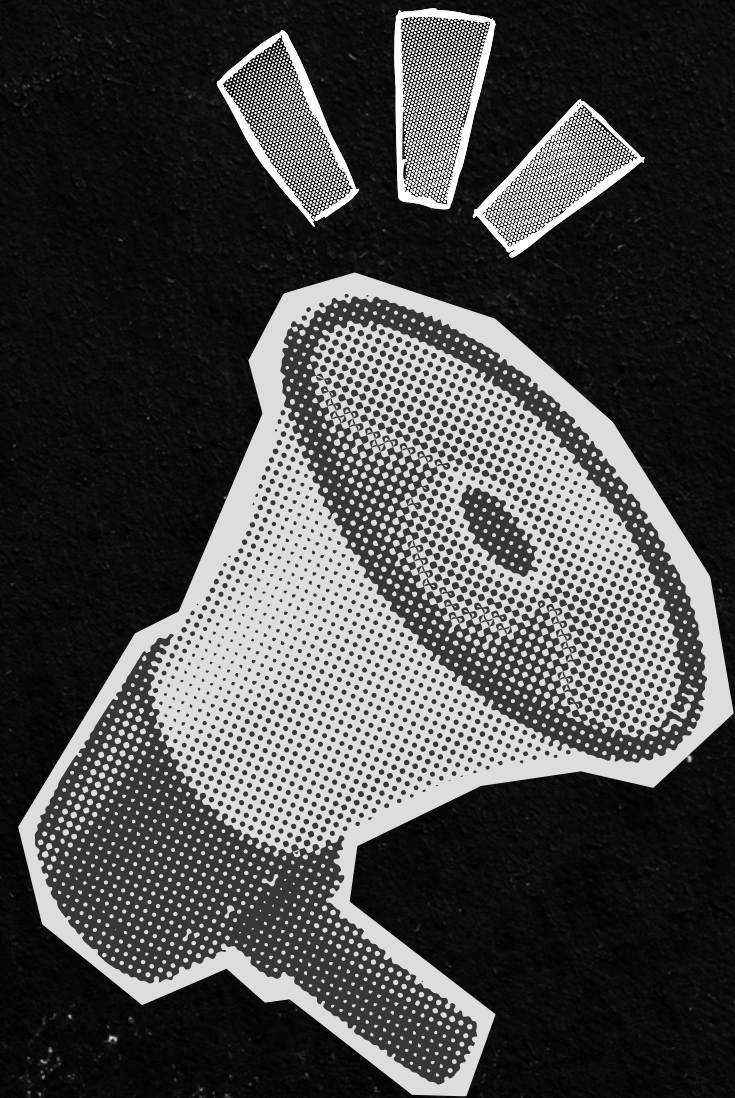


PRODUCTS



Built By
Branded Content Project

2024



TECHNICIAN:
IDEAS
LX
BOX
141394
(N2)
12014-1394
fion

FOR

YOUR TEAM



01 Business Profiles

02 Tip of the Month

03 Special Sections

04 Newsletter Content

05 End-to-End Service

06 Content Series



BUSINESS PROFILES

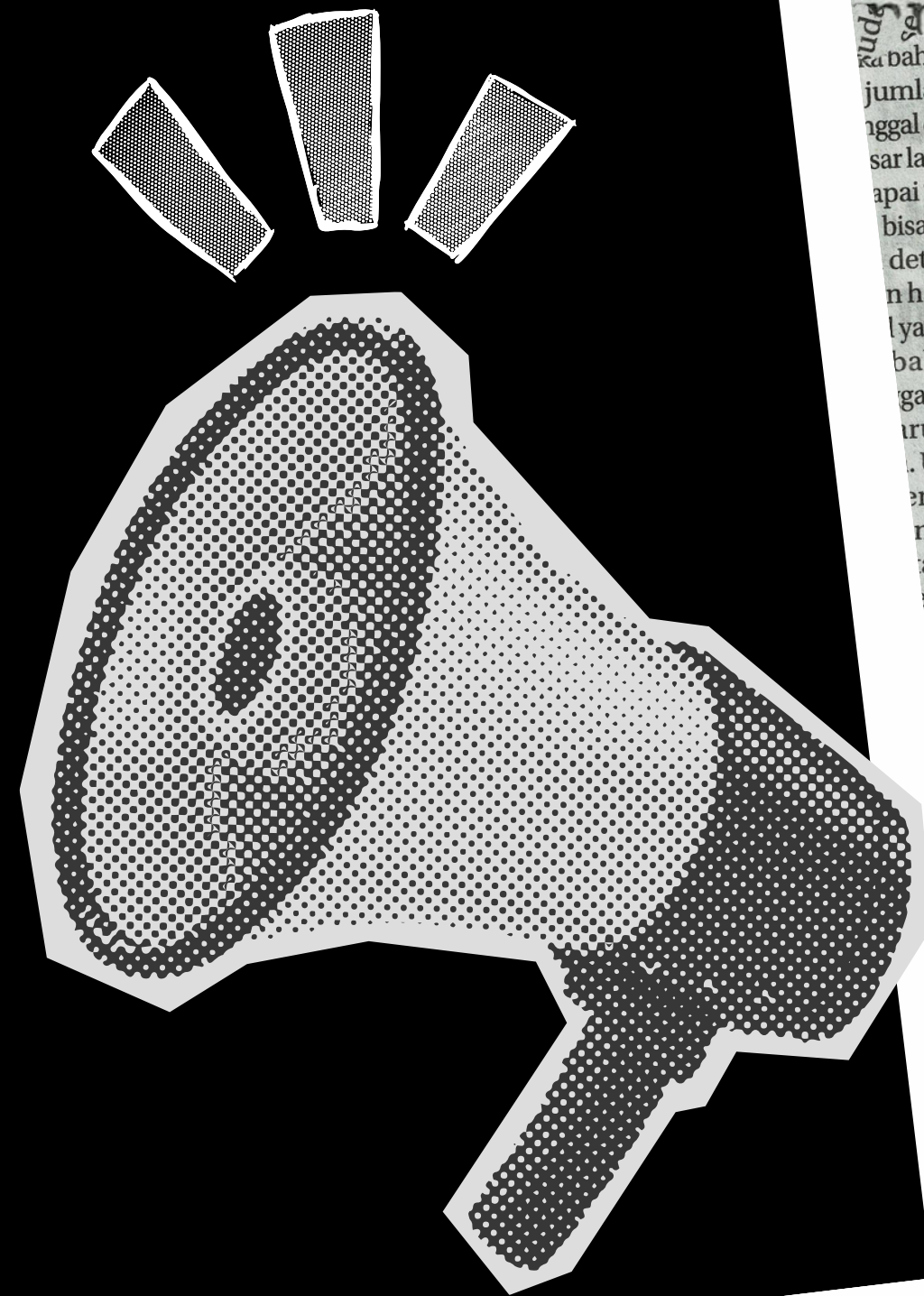
THE
BRANDED
Content Project

Introducing our newest content strategy tailored to elevate small businesses across all your platforms! By crafting engaging narratives showcasing the unique stories behind these businesses, we'll captivate audiences, foster meaningful connections, and build recurring revenue.



TIP OF THE MONTH

Introducing our Tip of the Month feature tailored exclusively for your audiences! Receive a curated selection of expert tips delivered right to your inbox each month. From mouthwatering tailgate recipes that elevate game day gatherings to invaluable health insights that promote well-being and longevity, and savvy money management advice that ensures financial security, our tips cover a wide array of topics designed to enrich your audiences's life.



**THE
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Content Project



We are crafting content for print and digital special sections using creative storytelling to captivate audiences. By tailoring content to align with the section's theme and audience interests, we ensure maximum engagement and value for readers and advertisers alike.

WRITING BENCH

CLIENT BLOGS

Client blogs can be a step above ads because it connects with the audiences by providing relevant information they want to consume. Provide a path for your advertisers to inform, educate and engage with your audiences.

NEWSLETTERS

Newsletter content benefits our audiences and offers significant value to our sponsors. By aligning your sponsors' brands with timeless and valuable insights and trusted content, they will foster deeper connections with our engaged audience over time.

LIFESTYLE

Evergreen content offers advertisers continuous exposure and relevance, maximizing their ROI. By strategically placing ads within lifestyle and evergreen content, advertisers effectively showcase their offerings, aligning with our audience's interests to drive brand loyalty and sales.

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Content Project



THE SERIES

Our turnkey branded content lifestyle series are designed for publisher partners and retailed to brand clients as exclusive sponsor opportunities.

The weekly articles fall into four content categories within each series designed to meet the needs of advertisers while also engaging audiences.

2024 SPONSORED CONTENT COLLECTIONS

Connecting brands with engaged audiences



ACTIVE AGING



PARENTING TODAY



HEALTHY LIVING



FINANCES FYI



MIND MATTERS



GO GREEN



WOMEN'S WELLNESS



CANNABIS WEEKLY



TRAVEL TIME



HOME SWEET HOME

VIDEO SERIES

Take our core series and turn them into short videos without complicated production or heavy expense. A couple of quick lines added to a form, and you have a sponsored video series in seconds!

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CUSTOM VIDEO

Turn any text into a short video in minutes! Take your client's origin story, daily specials, featured hometown hero, newest home listing, or favorite products into a quick video built for sharing through email, social or across your networks.



END-TO-END

SERVICE

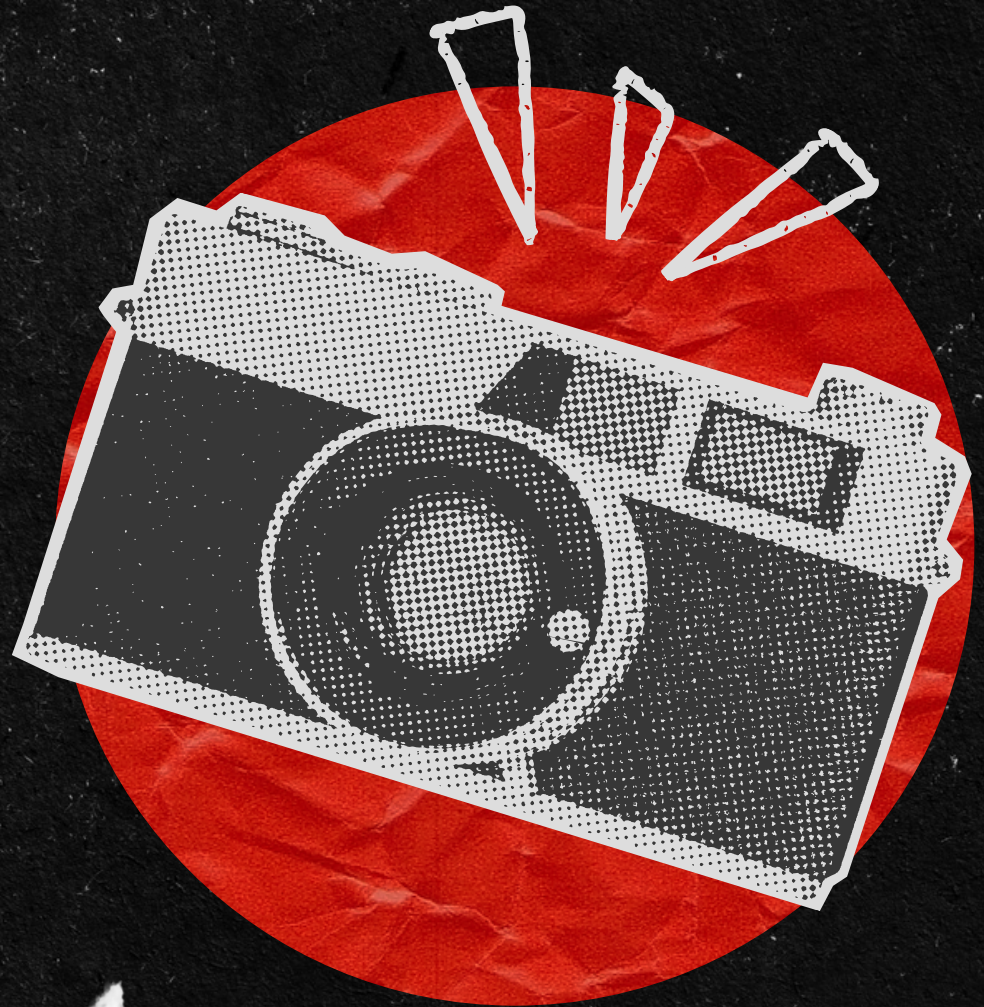
The Branded Content Project offers comprehensive end-to-end campaign management solutions, streamlining the entire process from conceptualization to execution. From crafting tailored content strategies to overseeing implementation and analysis, our team ensures seamless coordination and optimal performance, providing clients with support throughout their branded content journey.



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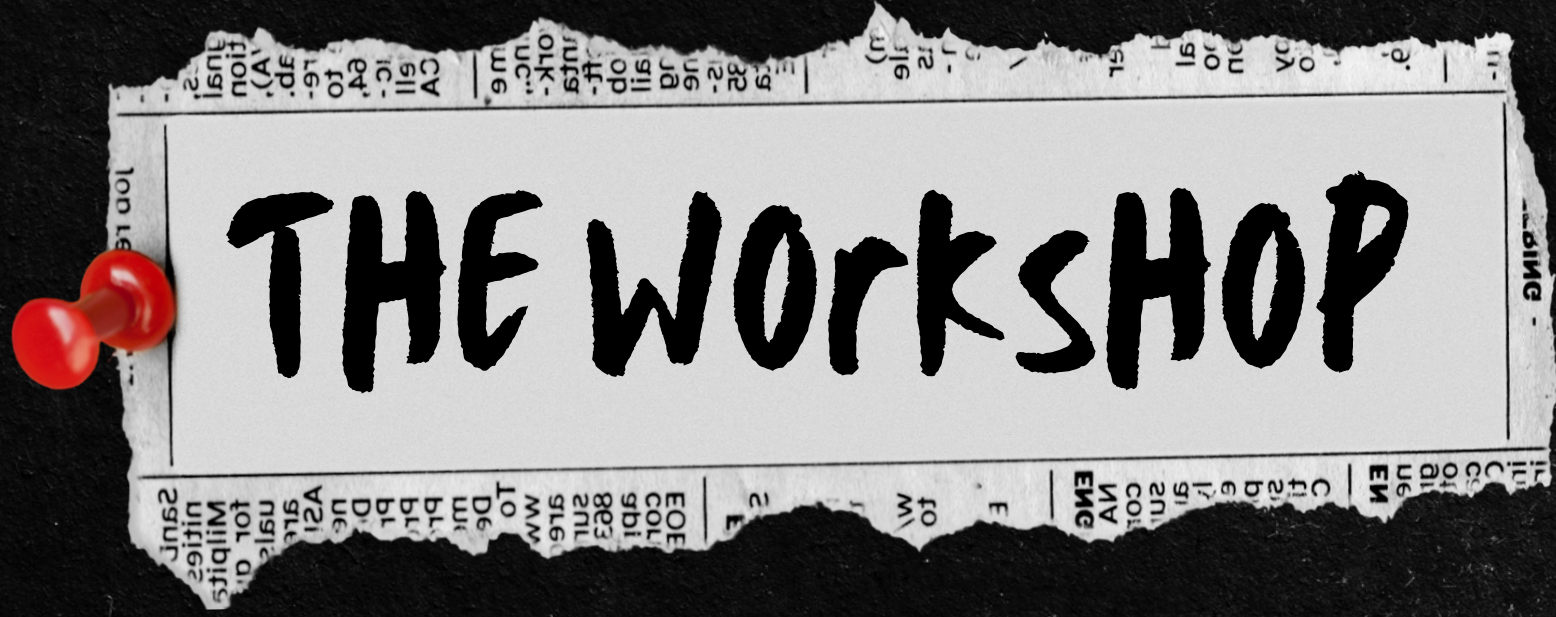
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STRATEGY



TRAINING



A graphic of a piece of torn newspaper with two red pushpins on the left side. The text "THE WORKSHOP" is written in a large, bold, black, hand-drawn font across the center of the paper.

THE WORKSHOP

How to make \$200,000 with Branded Content this year!

Need \$200,000 in new revenue this year? We all do! In this workshop, you will get the action plan to help you build and grow new revenue using branded content and content marketing strategies.



APRIL 24 @ 1ET

#LMAFEST2024

SAVE THE DATE

CHICAGO | SEPT. 23-25

WE'RE EXCITED TO SEE YOU!

LEARN MORE AND REGISTER TODAY!



**THE
BRANDED**
Content Project

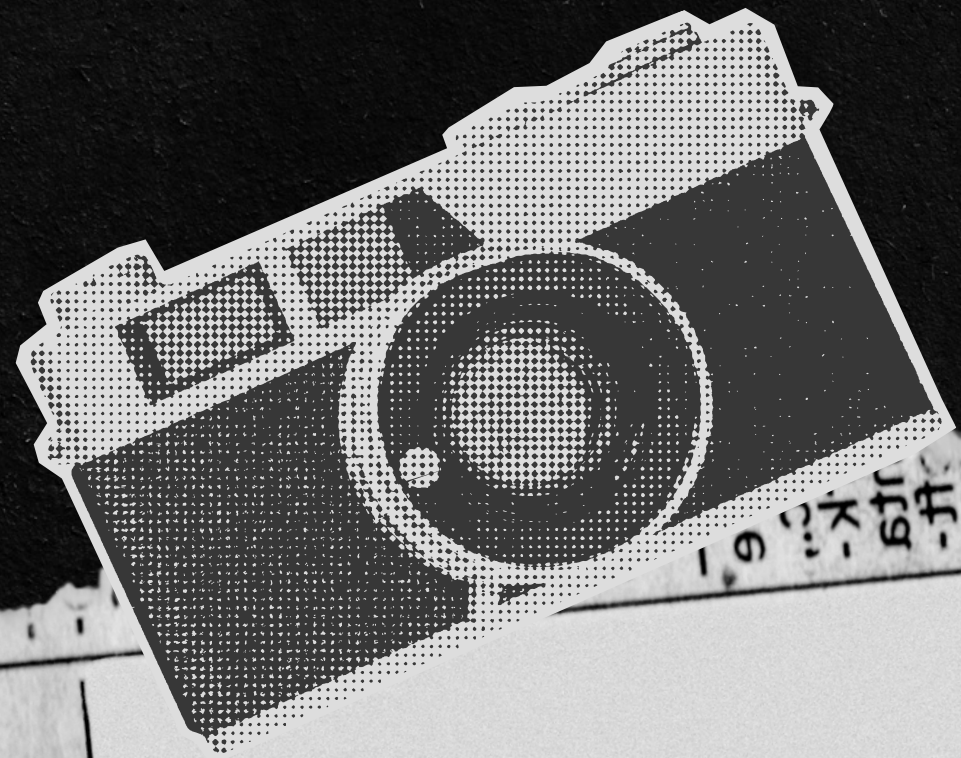
LMC 2024 Conference

May 5th - May 8th at
Hilton North Scottsdale at Cavasson

Join us to stay ahead of the curve in the ever-changing world of local media. The LMC 2024 Conference will feature a wide range of topics, including: AI, video revenue, DEI, ad targeting, advertising for brands, audience growth & engagement, new revenue streams, consumer privacy, and local market trends.

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HERE TO HELP!

