



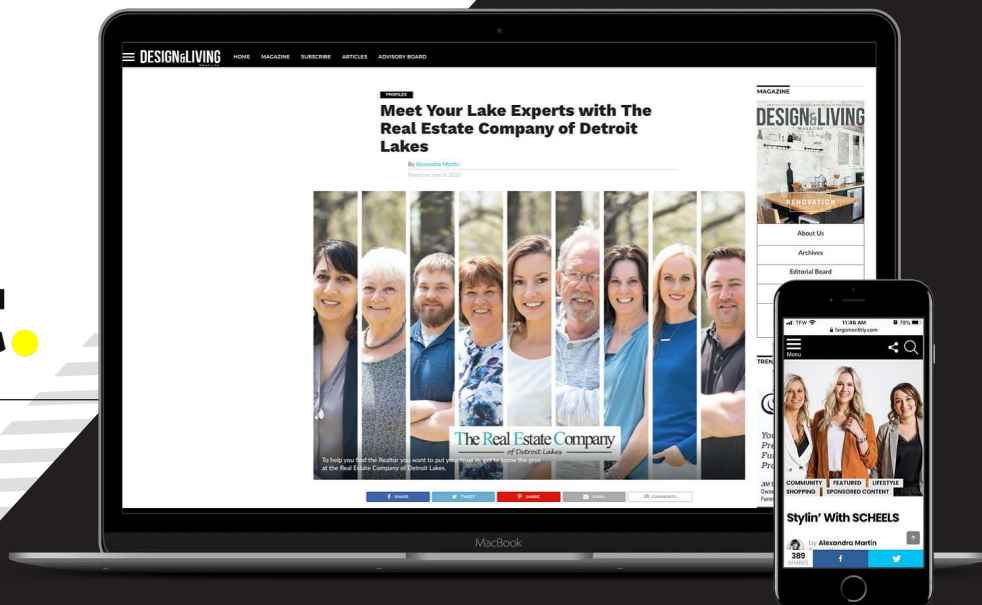
BOOST YOUR
BUSINESS WITH

CONTENT MARKETING

WHEN IT COMES TO GETTING YOUR MESSAGE OUT THERE,
CONTENT MARKETING IS ONE OF THE BEST WAYS TO DO THAT.
WE NOW OFFER THE ABILITY FOR YOU TO TELL YOUR STORY IN A
COMPELLING MANNER WHILE ALSO ACTUALLY GETTING PEOPLE
TO READ IT. EACH MONTH, WE OFFER A LIMITED NUMBER OF
SPONSORED CONTENT PIECES IN OUR MAGAZINES.

spotlight.

sales@spotlightmediafargo.com





WHAT YOU GET



SPONSORED CONTENT PRINTED
IN ALL MAGAZINES



ONE-MINUTE VIDEO



SPONSORED CONTENT ON OUR
WEBSITE AND DIGITAL VERSION
OF THE MAGAZINE



WE'LL BOOST THE ARTICLE FROM
OUR SOCIAL MEDIA CHANNELS



SPONSORED CONTENT POSTED
ON SOCIAL MEDIA WITH YOUR
COMPANY TAGGED



50 MAGAZINES
DELIVERED TO YOU



EDITORIAL DESIGN WITH
OPPPRTUNITIES FOR EDITS



PROJECT
MANAGEMENT



RIGHTS TO ALL PHOTOS, VIDEO,
COPY AND DESIGN



PICK YOUR DEMO



Core demo	Affluent women	Bison Athletics diehards	Business owners and decision-makers	Active lifestyle individuals who like to discover new hotspots in town	Farmers who want to keep up on the latest tech, news and practices
Distribution	Mailed to 10,000 homes with an average household income of \$105,000 and distributed around FMWF	Mailed to all Team Makers members, subscribers in 50 states and distributed around FMWF	Mailed to every business in ND with 2-40 employees	3,000 lobbies around FMWF & at 100+ locations around town	Mailed to every farm of 500+ acres in ND & MN (about 16,000)
Potential reach	54,000+	68,000+	54,000+	84,000+	67,000+
Print run	15,000	15,000	15,000	15,000	20,000

*Reach includes print magazine, social media followers and newsletter subscribers.

TESTIMONIAL

We were pretty new to **'sponsored content'** when we began with Spotlight Media, but their team made it a total breeze when it came to brainstorming content ideas, writing up pieces, getting media such as photography to supplement the stories, and disseminating to our preferred target audience. We saw a great deal of impressions come back to our websites from the sponsored content we wrote with Spotlight Media, and are looking forward to continuing with the program! **I would highly recommend engaging with sponsored content through Spotlight Media for any business who is struggling to gain visibility.**

Jack Yakowicz | Marketing Manager Office Sign Company



HOW IT WORKS

1. Discuss with your sales rep about which package is right for you.
2. Pick your magazine and issue date. You can pick an issue from our editorial calendar.
3. We'll schedule a conference call to discuss the direction of your story and set you up on our project management system.
4. Our editorial team will work with you on deciding the best angle for the story.
5. Our editorial team will work with you on two revisions.
6. The advertorial will appear in the printed magazine and digital versions labeled as "Sponsored Content."

EXAMPLES

Sponsored content available in 1-6 page increments.



RDO
6-page example



Zerr Berg Architects and Gehrtz Construction Services
4-page example



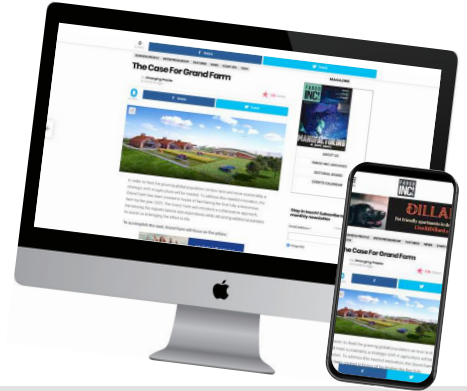
702 Communications
2-page example



HOW WE DISTRIBUTE YOUR CONTENT

WEBSITE

Your website will be hyperlinked in the article driving people to your website and helping your SEO.



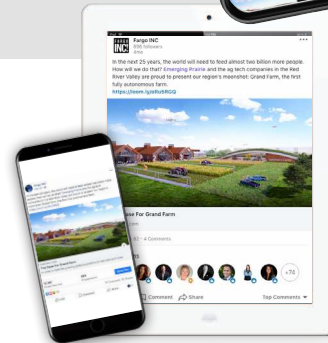
EMAIL

Your sponsored content will go out in our monthly newsletter.



SOCIAL MEDIA

Depending on which brand you work with, your content may be shared on Facebook, Twitter, Instagram or LinkedIn. We will also boost your article from our brand to your desired audience.



DIGITAL

The digital version of the magazine is shared on all our websites, social media accounts and newsletters.



PRINT

Your article will run in every copy of the magazine.





CONTENT MARKETING CASE STUDY

January 2020 Fargo INC! | Client: Union State Bank

STATS

PRINT EDITION

Reached:

12,000 Business Owners & Management Level Employees

DIGITAL VERSION OF
MAGAZINE

Issue Impressions:

18,000

LINKEDIN

Reached:

5,000 people

WEBSITE ARTICLE VIEWS

Reached:

1,600 people



OTHER NOTABLES:

- FULL PROJECT MANAGEMENT
- PHOTOS INCLUDED
- CONCEPT AND IDEA + STRATEGY
- MULTI-CAMERA VIDEO PRODUCED
- ALL PHOTOS & VIDEO OWNED BY UNION STATE BANK
- ASSISTANCE WITH IMPLEMENTING VIDEO AND ARTICLES ON THE WEBSITE
- SPOTLIGHT FULLY DEVELOPED THE CONTENT FOR THE STORY
- SPOTLIGHT DESIGNED THE ARTICLE



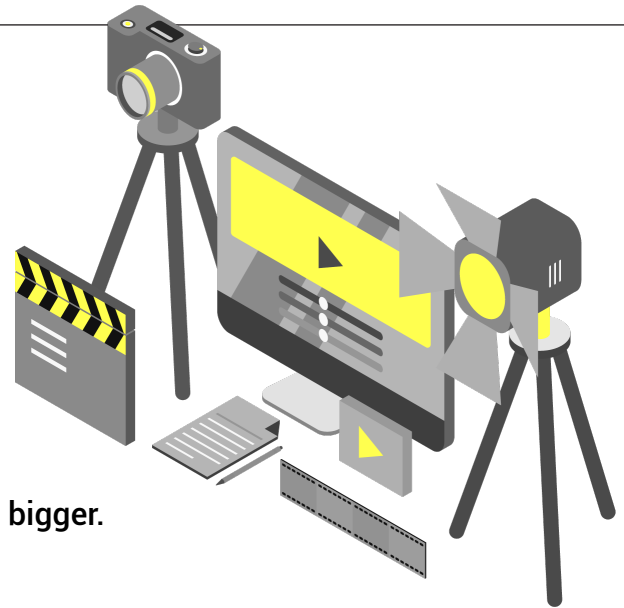
VIDEO

By 2021, video marketing will make up 80 percent of all web traffic. While we still believe in the power of print, a video will allow you to reach and engage with people even more, especially considering the fact that consumers are 27x more likely to engage with a video than a static graphic.

WHAT YOU GET

- 30-60 second video that's great for a commercial TV spot, online advertising or promotion material
- 1 edit allowed during post-production process
- 1 location for filming
- Recording of 1-2 interviews
- Single person film crew
- Up to 3 hours of on-location production

Ask us for details if you're interested in doing something bigger.



EXAMPLES



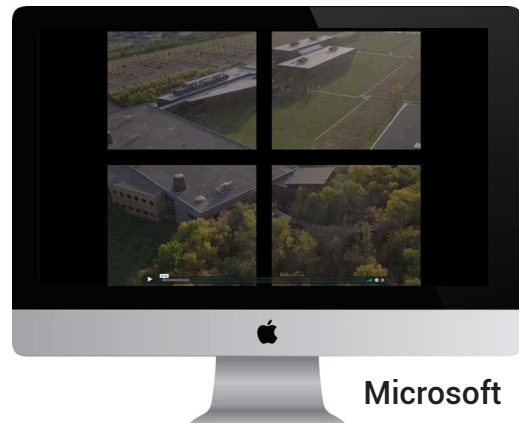
Hebron Brick Supply



Razor Tracking



Beyond Realty



Microsoft



MORE EXAMPLES



Sponsored Content Guidelines

Because our readers trust our content and journalistic integrity is important to us, we have sponsored content guidelines that advertorials must adhere to. Once you sign on, we will share with you the full guidelines but it is mainly to ensure the content is relevant, interesting and engaging to our readers.

Deadline

The 15th of the month two months prior to the magazine being printed. (I.e. The deadline for the May magazine is March 15.)

BOOST YOUR BUSINESS WITH CONTENT MARKETING

Email Sales@SpotlightMediaFargo.com for more information.