



Native Advertising

Our native advertising platforms combine the impact of content with the science of advertising.

Your native ads appear on national brand sites with the look and feel of the editorial content surrounding them. The implied “stamp of approval” by the national brand helps drive viewers’ interest and clicks.

We offer the largest network of US publishers and the biggest native audience.

Features of our network

Largest native reach

220 million+ U.S. monthly unique users — more than any other native provider

Unmatched inventory quality

Publisher-direct, bot-free, brand-safe and guaranteed viewable inventory

High performance

Optimized creative performance for every campaign with AI-powered, built-in machine learning

A format for every occasion

Native article, native video and native display tactics add reach and breadth to your multi-channel campaign.

Offered by venerable and new media brands alike — Time Inc, Forbes, Wall Street Journal, New York Times and The Guardian, as well as BuzzFeed, Thought Catalog, Slate and others — native ads pique readers’ interest by their relevance to the editorial material around them.

As your prospective customers browse their favorite news and culture sites, the ads promoting your business are there too, front and center. Because of their linkage to the surrounding content, native ads on national sites inspire more readers to click.

Once your native campaign ends, you will receive granular reporting on the performance of your ads.



Three native formats

1- Native articles

Your ad and a story about your business both appear on the pages of any one of 1,800+ of the major U.S. publication sites (list available).

The text ad and photo are prominently placed near other articles. With a click, the reader is taken to the article about your business on a page of that same national site. Your story may appear, for example, on the pages of CNN or US News and World Report.

For a business with a story to tell, there is no substitute for a well-written article appearing on one of these national sites.

Here's an example, "11 Painless Ways to Save That You Probably Haven't Tried Yet":

[Native Article](#)

Native articles are labeled as sponsored content.

2- Native scroll-to-play video

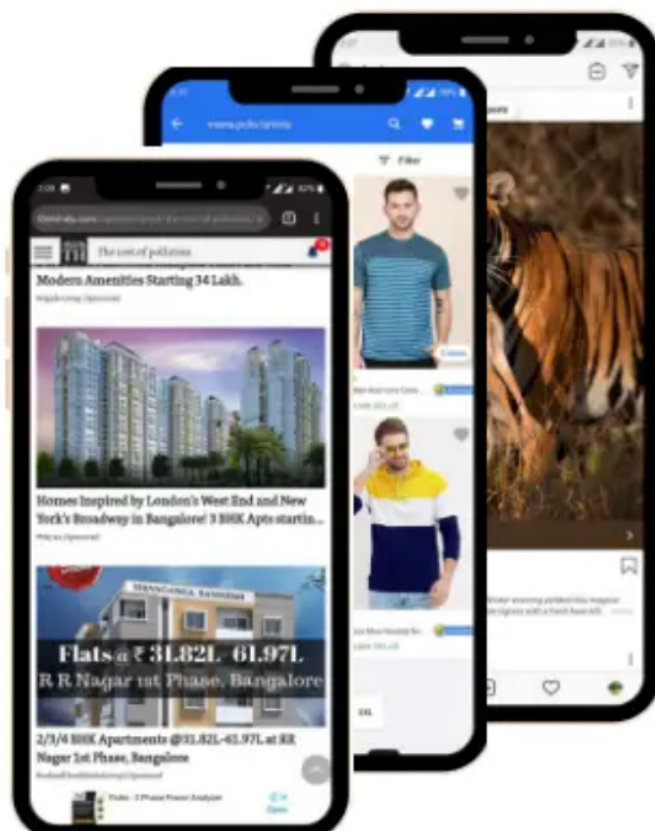
Your video and an accompanying responsive content ad appear on the pages of any of 1,800+ U.S. publication sites. As the reader scrolls down the page, the video comes into view and begins to play.

Here's an example from the Utah Office of Tourism: [Native Video](#)

3- Native display

This format allows for a headline, a short paragraph and a photo. Ads may rotate through multiple photos, headlines, and content. A click on any part of the ad takes the reader to your website or landing page.

These responsive content ads look like this:



Here's a mobile example of a native display ad: [Native Display](#).

Interested? Call us at 503-949-1607

