

# News is Different and it deserves a Different Ad Unit!

If news readers seek headlines and information, why serve them graphic banners only? Newsforce Sponsored Editorial headlines link to an immersive "social news" experience WITHOUT LEAVING YOUR SITE.

Brand advertisers know the value of PR in a campaign mix, and Newsforce allows them to easily convert press releases and articles into "advertorial units." Readers click to an article that contains social media elements to deepen the branding experience and viral potential of campaigns.

The screenshot shows a Boston.com Sports article titled "There's no letup with Thomas" about NHL goalie Tim Thomas. A red-bordered box highlights a "Sponsored Editorial" unit with the headline "It's Game Time for Kraft Hockeyville 2007". The unit includes a sub-headline, a short paragraph, and a "Sponsored Editorial" label. Below the article, there are "ARTICLE TOOLS" and "BOSTON GLOBE HOCKEY STORIES" sections.

The screenshot shows the full article page for "It's Game Time for Kraft Hockeyville 2007". The article text describes the search for Canada's most passionate hockey community. On the right side, there is a "Take Action" sidebar with links for signing up for e-newsletters and registering for updates. Below the article, there is a "Photography" section with images of hockey players and a "Multi-Media" section with a video player and a "Podcast" link. At the bottom, there is a "Your Comments" section with a "Post a Comment" form and a "POST COMMENT" button.

...said Thomas. "We're really working on becoming a... we've done a good job of it so far. We're putting a system still in the early stages, so to speak, but that puts us page and should make it easier for us to play every we all know our jobs, we all know our roles.

## Sponsored Editorial Unit Appeals to Users in "Read" Mode

Promoters and brand managers receive far more than performance metrics to measure success: value-add measurements for Article Comments, TrackBacks, Article Ratings, Social Bookmarking and more.

## News Publishers: Join Our Growing Network

Call us today to see for yourself how your readers will respond to a more interesting and trustworthy advertising experience!

# newsforce™

### US Sales Contact:

Dana Todd

Direct: 619-459-3603

Email: dtodd@newsforce.com

[www.newsforce.com](http://www.newsforce.com)

Interactive Co-branded Landing Page has Social Media Touchpoints Built In