

# agendaNi

## advertorial



### What is it?

An advertorial is a powerful marketing tool designed to 'stand out' from traditional display advertisements.

It takes the form of a creatively branded feature article that promotes the benefits, capabilities and services of an organisation.

It can be used as an extension of your existing campaign or as a stand alone marketing activity.

### Format

#### Editorial

Editorial can focus on:

- Promotion of products or services
- Lobbying: to create a positive impression of the contributor and influence policy makers
- Significant achievements
- New premises / company expansion / new partner / director

#### Word count:

Four pages: 2500 words  
 Two pages: 1250 words  
 One page: 650 words

#### Photography

Photography and corporate images are key elements of the design and compliment the editorial. They can feature key people, premises, products etc...

#### Logos and Branding

The advertorial will be designed by agendaNi's professional design team to include corporate colours, logos, branding and contact details.

#### Approval

A major difference between regular editorial and advertorial is that clients have content approval of advertorials, a luxury usually not provided with regular editorial.

### Rates

Special rates are available for NGO's, local councils and voluntary and community organisations. Contact the advertising team for more information on 028 9261 9933.

