

# Amplify Your Story with Guaranteed Paid Placement - Canada



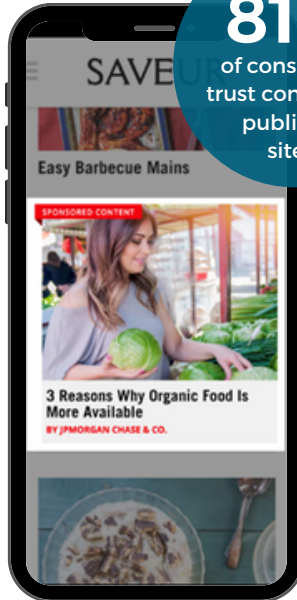
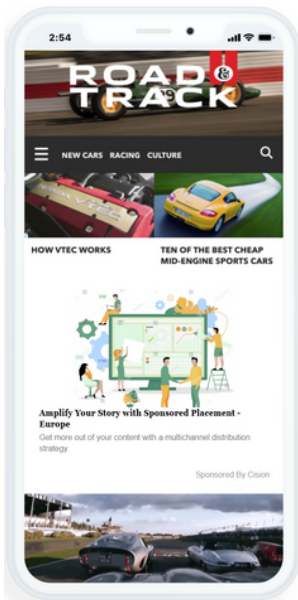
Get more out of your content with a multichannel distribution strategy. Reinforce your brand's message and reach a broader audience on premium websites with Guaranteed Paid Placement- Canada.

## Reach Audiences in a New Way

Cision creates sponsored content using your press release headline and an image or video. This appears on a premium publisher's website with other relevant content and drives traffic to your press release PR Newswire's site.

The authentic format of native advertising encourages reader engagement and enables you to reach audiences browsing their favourite websites.

When you supplement your press release distribution with Guaranteed Paid Placement, you reinforce your brand's message, increase visibility and improve your ROI.



**81%**  
of consumers trust content on publisher sites\*



Entertainment



Business



Health & Fitness



Retail



Technology



Travel



Automotive



Food & Drink



Home & Garden



Style & Fashion



Sports



\*According to Digital Content Next

CONTACT US: [CisionActivation@cision.com](mailto:CisionActivation@cision.com)

Choose from 12 national industry campaigns or maximize your content's reach and bundle multiple campaigns. (ie. Tech + Retail + National News).

## Single-Industry Campaign

**10 Premium Sites**  
70K Impressions  
Proof of placement report

- ▶ Automotive
- ▶ Sports
- ▶ Technology
- ▶ Retail
- ▶ Fashion & Style
- ▶ Home & Garden
- ▶ Business
- ▶ Travel
- ▶ Food & Drink
- ▶ Entertainment
- ▶ Health & Fitness
- ▶ Canadian News

## Custom Campaign

### Customise Your Campaign

Customisation options include:

- ▶ Guaranteed clickthroughs (engagement focused campaigns)
- ▶ Audience targeting (demographics)
- ▶ Additional impressions
- ▶ Multiple industry categories
- ▶ Custom report

**Guaranteed Paid Placement - Canada**  
Industry Packages



 <b>Entertainment</b>	           
 <b>Business</b>	           
 <b>Health &amp; Fitness</b>	         
 <b>Retail</b>	        
 <b>Technology</b>	         
 <b>Travel</b>	         
 <b>Sports</b>	         

Websites are subject to change

**Guaranteed Paid Placement - Canada**  
Industry Packages



 Automotive	         
 Food & Drink	         
 Fashion & Style	         
 Home & Garden	         
 National News (EN)	           
 National News (FR)	           

Websites are subject to change