

Amplify Your Story with Sponsored Placement Canada

CISION®

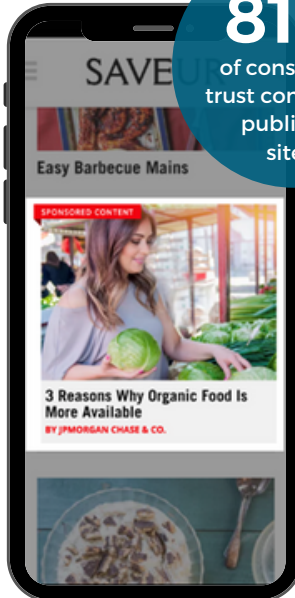
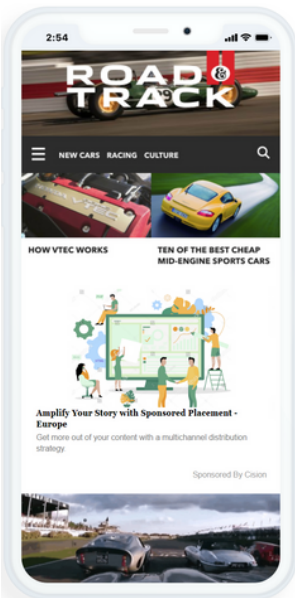
Get more out of your content with a multichannel distribution strategy. Reinforce your brand's message and reach a broader audience on premium websites with Sponsored Placement - Canada.

Reach Audiences in a New Way

Cision creates a Sponsored Placement 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 hosted on Cision's newswire.

The authentic format of a Sponsored Placement encourages reader engagement and enables you to reach audiences browsing their favourite websites.

When you supplement your press release distribution with a Sponsored 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

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**According to Digital Content Next*

CONTACT US: CisionActivation@cision.com

Sponsored Placement - Canada

All Packages



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

Sponsored Placement - Canada

Industry Packages

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 <p>Entertainment</p>	<p>blogTO People tribute.ca RollingStone</p> <p>MTBLOG VARIETY BuzzFeed NARCITY iHeart RADIO SLICE</p> <p>THOUGHT CATALOG CANADA VICE</p>
 <p>Business</p>	<p>TORONTO STAR THE GLOBE AND MAIL* THE WALL STREET JOURNAL Forbes</p> <p>CBC Entrepreneur FORTUNE WSJ</p> <p>REUTERS FINANCIAL POST BNN CNBC</p> <p>Bloomberg</p>
 <p>Health & Fitness</p>	<p>RUNNER'S WORLD LIVESTRONG</p> <p>Men'sHealth healthline best Health</p> <p>SELF SHAPE Women'sHealth EVERYDAY HEALTH</p>
 <p>Retail</p>	<p>msn Cheapism BEST PRODUCTS NOW</p> <p>Ranker REAL SIMPLE lifehacker newegg HELLO GIGGLES</p>
 <p>Technology</p>	<p>techradar IGN TC TechCrunch WIRED</p> <p>polygon ANDROID AUTHORITY c net GIZMODO</p> <p>THE VERGE Macworld</p>
 <p>Travel</p>	<p>Tripadvisor yelp priceline KAYAK</p> <p>Condé Nast Frommer's® thrillist</p> <p>Traveler Budget Travel NATIONAL GEOGRAPHIC lonely planet</p>
 <p>Sports</p>	<p>ESPN theScore SPORTSNET</p> <p>TSN BARSTOOL SPORTS B/R BLEACHER REPORT Sports Illustrated</p> <p>CBS SPORTS sky sports Stadium Talk</p>

Websites are subject to change

Sponsored Placement - Canada

Industry Packages

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 <p>Automotive</p>	         
 <p>Food & Drink</p>	         
 <p>Fashion & Style</p>	         
 <p>Home & Garden</p>	         
 <p>National News (EN)</p>	            
 <p>National News (FR)</p>	           

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