FEATURED CONTENT GUIDELINES

Featured Content is SmartBrief’s most “native” campaign option. The format and appearance of Featured Content is specifically designed to mirror that of a SmartBrief news summary and to provide advertisers with the ideal vehicle to share valuable news and information with their target audience.

To guarantee a positive reader experience to SmartBrief’s subscriber base, content that is syndicated via Featured Content should adhere to the below guidelines.

At SmartBrief, Featured Content is...

- **Clearly Labeled**
  
  Easy for a reader to distinguish from editorial content

- **Valuable to the Reader Experience**
  
  Seeks to inform, educate and address reader needs, not purely to promote a product

- **Consistently Matches the User Experience**
  
  Follows SmartBrief editorial standards, brand values and design

- **Open Access**
  
  Does not require an exchange of information to view (ungated – no form page)
Featured Content – Headline Format

- Sponsored section may include up to 5 headlines each time it is served
- Sponsor may supply more than 5 headlines to be used in rotation
- NOTE: SmartBrief can connect to an active RSS feed to pull in new headlines as they are published

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MILLENNIAL & GEN Z MARKETING

Sponsored content from Snapchat

- Snapchat users are 60% more likely to make impulse purchases
- Grow your small business on Snapchat
- 3 easy steps to start advertising on Snapchat
- Snapchat reaches 90% of all U.S. 13-24 year-olds, 78% of all 13-34 year-olds
- Create a Snap Ad in just a few minutes

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FEATURED CONTENT

Sponsored content from Tensar International

- Find a Solution for Soft Soils
- Video Demo: Geogrid Mechanisms Explained
- What Is Accelerated Pavement Testing (APT)?
- Research: TriAx Geogrid Reduces Ballast Movement
- Phased Construction of Asphalt Pavements

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FEATURED CONTENT

Sponsored content from UCI

- Winning the 2020 Tax Season
- Level Up Your Career with Coding Bootcamp
- 7 Must-Know Tech Trends for 2020
- From the Drawing Board to the Esports Arena
Featured Content – Summary Format

- Sponsored section may include up to 2 summaries each time it is served
- Sponsor may supply more than two content summaries to be used in rotation

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**LEADING EDGE**
SmartBrief

**SmartBrief.com**

**Featured Content**
Sponsored content from Deloitte

**Staying one step ahead of consumer expectations**

To remain ahead, many retailers must make a difficult choice on what to offer and how to make sense of it, profitability-wise. This means there’s a necessary conversation around tough tradeoffs—what really matters to the consumers, and what must companies have internally before going after the shiny new object? Find out in Deloitte’s new report.

**Deloitte’s 2020 Retail Industry Outlook**

Convenience matters—now more than ever. And forward-thinking retailers are setting high expectations for the rest of the industry. In the 2020 retail trends outlook, Deloitte explores convenience, what it means today, and how retailers can position themselves to become part of consumers’ everyday lives. Read the Industry outlook.

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**GM promotes cybersecurity throughout manufacturing**

"Cyber is everywhere," at General Motors, says Kevin Harnett, vice president of global cybersecurity. "Knowing requirements for the parts provided by suppliers and how those manufacturing processes are protected. As the original equipment manufacturer (OEM), we need to make sure our clients feel safe and secure,” he says. Read more: General insights.

**Supply Chain**

5 ways to prepare for coronavirus’ supply chain impact

The coronavirus outbreak has upended efforts to get goods to market, and manufacturers need to be prepared. Here, The World Journal (new subscription model).

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**Health Advantages of OTC Benefits**
Sponsored content from Cemco Health Solutions

**OTC products benefit chronically ill enrollees**

Not only do poorly managed diseases mean significantly worse health outcomes for patients, they also bring financial consequences for health plans in the form of higher care costs. Plans can now help stem those costs and improve member health and self-management by offering an OTC benefit personalized to specific conditions. Read more in this blog.

**Making the most of the OTC benefit to hit strategic goals**

Many Medicare Advantage plans have an OTC benefit simply to check a box, but they are missing an opportunity to use this benefit to achieve strategic business goals. OTC benefits can help increase ratings and member satisfaction, grow the plan, lower care costs, optimize processes and address social determinants of health. Learn more.
Featured Content – Big Image Format

- Section includes one version each time it is served
- Sponsor may supply more than one summary to be used in rotation

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**Featured Content**
Sponsored content from the Almond Board of California

**Almond Forms for Every Function**
Did you know that almonds are available in the form of more than 15 ingredient variations? Roasted or unroasted, natural or blanched, learn the various applications for everything from almond butter to almond flour and almond milk in this almond forms infographic.

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**Featured Content**
Sponsored content from Hobart

**When is It Time to Upgrade?**
Your old commercial dishwasher could be wasting a lot of time, money, and resources. Read more on the Hobart Blog about the signals for when it’s time to upgrade to a new dish machine and the advances in technology that can better serve the needs of your K-12 dishroom operation. Read more.