

# 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

### MANAGEMENT

#### Survey: Nearly half of hourly employees seek new jobs

A Society for Human Resource Management survey found 46% of hourly employees are looking for a new job in the hopes of higher pay, better benefits, flexible schedules and more workplace transparency. "Are you proactive in making sure that you keep your key employees, or, you know, do you just have a peanut butter policy that you're applying across the board and not looking more into the individuals?" says Kyle Holm, vice president for compensation advisory at Sequoia Group. **Full Story:** [Society for Human Resource Management \(tiered subscription model\)](#) (1/13)



#### Why leaders should immerse themselves in their business



Well-known CEOs such as Amazon's Jeff Bezos and Virgin Group's Richard Branson practice "immersive leadership," writes Andy MacMillan, CEO of User Testing, by finding ways to stay connected with employees, either in person, through email or working various jobs in the business. "A CEO who practices immersive leadership can set a tone that excites employees, connect dots that help them realize why their work matters, and help remove organizational obstacles getting in the way of their happiness," MacMillan writes.

**Full Story:** [Fast Company \(tiered subscription model\)](#) (1/12)



### YOUR GUIDE TO AI TOOLS FOR SMALL BUSINESSES

Sponsored Content from CallRail

- [The Small Business Guide to Getting Started with AI](#)
- [The value of analyzing your customer calls with AI](#)
- [10 Use Cases of AI for Small Business Marketing](#)
- [How to drive more sales if your business relies on phone communication](#)
- [The 4 Best AI Tools for Customer Service Teams](#)

### MONEY

#### Key elements of small-business financial management

Financial management is critical to the success of a small business, but Sam Allcock, director of @prfire, says it's often neglected. Allcock offers an overview of the key elements like budgeting, cash flow and forecasting, and suggests owners use the latest technology like automation and data analysis to stay on top.

#### Tips for protecting a company's finances



Small businesses need to be prepared for economic uncertainty from global conflict, rising interest rates and national debt, writes Zain Jaffer, president of Zain Ventures. Company treasuries need to be carefully managed to assure a reliable cash flow and funds for salaries and operations, writes Jaffer, who shares tips for how to make it happen. **Full Story:** [Entrepreneur](#) (1/11)



### FEATURED CONTENT

Sponsored Content from Kellogg School of Management - Kellogg Insight

- [How Old Are Successful Tech Entrepreneurs?](#)
- [5 Tips for Pitching Your Startup to Investors](#)
- [Entrepreneurs, Don't Let Branding Be an Afterthought](#)
- [4 Qualities That VCs Look for in an Entrepreneur](#)
- [How Can Entrepreneurs Develop a Stellar Sales Pitch?](#)

### FEATURED CONTENT

Sponsored Content from Waze

- [Infographic: Post-pandemic dining trends shift](#)
- [The marketer's guide to the third space \(your car\)](#)
- [Behavioral shifts shaping the restaurant industry](#)
- [Pei Wei increased ad engagement by 18% with Waze](#)
- [New QSR insights to help navigate the road ahead](#)

### FEATURED CONTENT

Sponsored Content from Ricoh

- [Are there really cost savings to the remote workforce?](#)
- [The importance of purpose to company success](#)
- [Remote workforce infrastructure: What's next?](#)
- [What will change during the move back to in-person workspaces?](#)
- [Leadership tips for hybrid teams](#)

# 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

### REAL ESTATE TRENDS

#### Photos: Inside a \$36.5M Florida listing

Dana Koch of the Corcoran Group is the listing agent for this \$36.5 million Palm Beach, Fla., estate. The property is in the vicinity of Mar-a-Lago. **Full Story:** [The Wall Street Journal](#) (11/7)



#### Supply shortage drives prices for Las Vegas homes

In the Las Vegas Valley, home sale prices have continued to rise with listings experiencing a significant drop, leading to a unique situation where prices are increasing despite a slowdown in demand and a decrease in the total number of homes sold.

**Full Story:** [Las Vegas Review-Journal](#) (tiered subscription model) (11/7)



### AI TOOLS FOR REAL ESTATE AGENTS

Sponsored Content from CallRail

#### What is AI's role in Real Estate?



**Artificial Intelligence** has taken the world by storm in 2023. But what is AI's role in the world of Real Estate? [Click here](#) to read how top agents are using AI to find leads, show more properties, and sell more homes.

#### Data shows that phone calls are the richest lead source



Did you know that leads calling by phone exchange **9 times the amount of words per session** compared to SMS, chats, and form fills? This makes phone calls the richest source of untapped intelligence. [Click here](#) to read how AI can help you get more out of your client conversations.

### BUSINESS WELLNESS

#### What warrants a meeting with the business banker?



(iStock Images)

Companies in the midst of expansion, industrywide market shifts or succession planning should schedule a meeting with their business bankers, writes Adam McDiarmid, president of small to medium business at UMB Bank. In addition, McDiarmid notes that general financial checkups and fraud concerns should trigger a banker connection. **Full Story:** [ColoradoBiz Magazine](#) (10/2023)



### NEWS FROM NAR

#### 1988 NAR President Nestor Weigand Recalled as 'Giant'

The broker from Wichita, Kan., who died Nov. 2, led the association during a milestone in fair housing history. **Full Story:** [REALTOR® Magazine](#) (11/8)



### THE LATEST IN CONSTRUCTION RESOURCES. WHAT YOU CAN'T MISS

Sponsored Content from Trimble Construction

#### Unlocking Multiple Benefits with One BIM Model: A Civil Contractor's Story



**See how** a civil contractor, McConnell Dowell, used BIM to create a single model that streamlined the construction process, improved collaboration, reduced errors, and saved time and costs. BIM allowed the contractor to visualize the project and identify and resolve potential issues before construction began. It also helped them to communicate with stakeholders and other contractors more effectively. By embracing BIM, McConnell Dowell could deliver a complex project within a tight schedule, resulting in greater efficiency, better quality, and increased profitability.

#### How (and Why) Trimble Created the World's Most Detailed Record EVER of an Ancient Roman Landmark

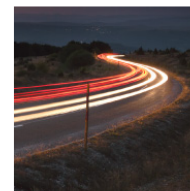


Trimble, a technology company specializing in construction and engineering, used a point cloud scanner to create a highly detailed 3D model of an ancient library in Egypt. By capturing millions of data points, Trimble created a digital model that accurately represented the library's structure, layout, and intricate architectural features. Scholars and preservationists are using this model to study the library and develop plans for its restoration. The article highlights the innovative use of technology to preserve historical sites and artifacts, as well as the potential for similar applications in construction and design. [Read the article.](#)

### FEATURED CONTENT

Sponsored Content from Accenture

#### Transforming tolling operations



For over two decades, Ascendi, a leading roadway services and asset management company, has stood out as a top-tier transportation solutions provider. Central to its success has been an acute awareness of evolving customer needs, coupled with the implementation of intelligent solutions, driven by Accenture Tolling Solution, and an unwavering dedication to delivering excellence in service. [Learn more.](#)

#### Better outcomes for citizens



When Accenture offered a tolling platform based on readily available commercial off-the-shelf (COTS) technologies, they saw a future in which many modes of transportation work together to make life easier for customers, reducing costs to agencies, and allowing adaptability at scale. Our unmatched expertise in implementing and scaling COTS solutions has established us as the preferred choice for the **world's largest toll operations.**

# 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

### Understand CAM charges before you sign your lease

Common area maintenance charges, sometimes also referred to as operating expenses, are what landlords charge for managing, maintaining and repairing common areas of a shopping center, and they could pose a financial risk if tenants do not understand how the charge is calculated. Taj Adhav, founder of Leasecake, reviews how these costs may be determined while noting that the specifics may vary depending on the language in the lease. **Full Story:** [Franchise Update](#) (1/18)



### FEATURED CONTENT

Sponsored Content from Sculpture Hospitality



#### Empowering Employees to Be Franchise Owners: A Win-Win Growth Strategy.

Employees already have an in-depth understanding of your business, positioning them as ideal candidates for successful franchise ownership. This is a savvy growth strategy in 2024. This article showcases how long-term Sculpture Hospitality employees transitioned to franchise ownership, illustrating the benefits of this approach for both the company and the employees. Adopting this forward-thinking strategy leads to better business continuity and a stronger franchise network. [Learn more](#)

### NEWS FROM IFA

#### In Bipartisan Vote, US House Moves to Overturn Expanded Joint Employer, Stands Up For Franchising

In a bipartisan move, the US House of Representatives, passed a Congressional Review Act resolution led by Congressman John James, R-Mich., that nullifies the National Labor Relations Board's expanded joint employer rule. Passed 206-177, the resolution now

### FEATURED CONTENT

Sponsored Content from Kryton International Inc



#### Webinar: Economic and Sustainability Benefits of Durable Concrete

**For specifiers**, durable and sustainable concrete means happy clients and alignment with Architecture 2030 or SE2050. [Join the webinar](#) to learn on how enhancing concrete durability not only prolongs the lifespan of structures but also contributes to the reduction of the

industry's carbon emissions.

### FEATURED CONTENT

Sponsored Content from WalMart



#### How to lower delivery costs with Batched Delivery

As retailers continue to build and scale local delivery, it's important for them to evaluate how to maximize efficiencies and reduce costs. Traditionally, multiple orders have been delivered in multiple trips. Batching enables retailers to aggregate multiple orders in a single delivery. Retailers are increasingly using order

batching to realize lower delivery costs. [Read more.](#)