

SUPER SPONSOR AGREEMENT DETAILS — Canton Today Magazine

This information is excerpted from the Ad Agreement between BWD Publishing LLC (the “PUBLISHER”) and each advertising sponsor (the “ADVERTISER”).

- Super Sponsor ads must be one-quarter page or larger, for a minimum campaign duration of 12 months. Each Super Sponsor is entitled to contribute three content marketing articles per year on a schedule to be determined by the PUBLISHER. The term “Super Sponsor” refers to an ADVERTISER who pays the Super Sponsor ad rate, and the term “year” refers to the 12-month period that corresponds with the Super Sponsor’s ad campaign.
- The deadline for content marketing articles is the first day of the month before the magazine issue in which the article will appear — e.g., June 1 for the July issue. If the Super Sponsor fails to email the article to the PUBLISHER in time, the Super Sponsor forfeits that article.
- Every content marketing article will be at the top of a page. Article length: 300-400 words, depending on whether you include a photo/image — 400 words with no photo/image, or 300-350 words with a photo/image. You provide all content and photos/images. The article and accompanying elements (i.e., headline, photo/image, etc.) will comprise no less than one-half page.
- After you provide the article, we will amend for style/grammar and polish as needed. Possible article topics: how your business began, what distinguishes your business from others, upcoming special offers, trends in your industry, etc. The PUBLISHER reserves the right to not print a content marketing article due to taste or other reasons.
- Super Sponsors are also included in a listing every month in Canton Today print magazine’s Super Sponsor box. The listing will be comprised of these components: Super Sponsor’s name, company, one email address, one phone number and the company website. The same info is posted in an online listing on the Canton Today website, and we will also link to the company website you provide.
- There is only one Super Sponsor per business specialty, on a first-come, first-served basis. What constitutes a business specialty is determined by the PUBLISHER with input from advertising sponsors. If the PUBLISHER receives more than one request to be a Super Sponsor in the same business specialty, the question of which request came first will be determined by whoever placed the Super Sponsor order first.