

## FAQ about Sponsored Content

**Q: What is sponsored content and how can it benefit my company?**

A: Sponsored content, sometimes called native advertising because it fits “natively” aesthetically and conceptually within editorial content, is a unique way to share your company’s story with potential customers.

**Q: What does my company need to provide?**

A: When you invest in sponsored content, the editors of Glass Magazine and Window + Door work directly with your marketing team to create a compelling, must-read article about your contributions to the industry.

**Q: What does sponsored content look like?**

A: This customized content is designed to look just like the other editorial in the magazine that subscribers look forward to reading in every issue.

**Q: Is sponsored content only printed in the magazine?**

A: Not only does sponsored content appear in the magazine and is listed in the Table of Contents, but also is included in the digital edition and posted on the magazine websites and social media accounts.

**Q: What types of sponsored content are available?**

A: You have your choice of three different sponsored content options:

- Q&A: Conversations with Industry Thought Leaders – A two-page article written by magazine staff based on interviews with your stakeholders. This can focus on an employee, a company milestone, current initiatives, a product launch or anything else you choose to highlight.
- Product Solution – A full page devoted to just your product and how it will help customers find solutions. Appears as the first page of our popular Products section.
- Great Glazing – A detailed case study of a notable glazing project in which your company was involved (Glass Magazine only).

Inventory is limited to promote exclusivity! Only one of each of the above options is available in each issue of the magazines. Because the SourceBook and Buying Guide do not contain editorial, we do not offer these options in those issues.

**Contact a media sales consultant for pricing and availability:**

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