



## Sponsored Content FAQs

Many of our members have requested a vehicle to publish an article featuring their products or services; similar to an advertorial. We are now able to provide a unique but limited opportunity to you for consideration.

**What is IAAPA Sponsored Content?** An online article (averaging 800-1,000 words) promoting your product or service written in the style of Funworld. You will work closely with a professional writer to develop an expertly written article.

**IAAPA Sponsored Content** is truly a custom product, allowing our members to have a hand in how their message is presented with the editorial expertise of an established brand. The process requires close collaboration between sales and editorial in identifying the customer's needs when crafting an article that will tell your individual story.

When does **IAAPA Sponsored Content** run?

- In 2025, one sponsored content piece can be published each month of the year. The content will be featured on the [www.IAAPA.org](http://www.IAAPA.org) homepage 30 days and then will be stored within our newshub in position one until the next piece is ran. It will then be archived for one year.

How will my story be distributed?

- Published online on the IAAPA Homepage and News Hub ([www.IAAPA.org/News](http://www.IAAPA.org/News))
- Will be promoted in IAAPA News Daily on one occasion upon completion
- Advertiser will have the rights to the piece and can share on their own website, in email materials, and printed collateral.

What is the cost?

- \$4,500

The **IAAPA Sponsored Content** opportunity allows you to promote your product or service with greater detail. Have a new product launch? Want to create your own headlines? Looking to draw attention to the services you provide? **IAAPA Sponsored Content** is perfect for manufacturers and suppliers looking to share their news with decision makers and buyers.

Review most recent sponsored Content Piece here:

[Capitalize on Changing Customer Tastes with Trending Pizza Flavors | Sponsored | IAAPA.org](#)

***Space is limited!*** Opportunities are sold on a ***first come, first serve basis***. Contact [Advertising@IAAPA.org](mailto:Advertising@IAAPA.org) today if you are interested!