SPONSOR CONTENT ELEMENTS

Sponsor content is a way for brands to integrate their messages into the stream of site content. It's also a way to share richer messages or more complex points of view than traditional display advertising. Posts may be supported with multimedia, rich embeds.

ELEMENTS

Headline
8 to 10 words max.
5 to 8 words best.

Primary Image
High resolution photo, 3 to 2 ratio, that can be cropped to a variety of ratios depending on screen display. **No text on image**.

Subhead or Preview
20 - 30 words. Appears in newsletter and site promotion and head of post.

Body
Written piece - 500 to 800 words.
Word or Google doc.
Pull quotes - Note in copy.
Video or Audio - 1-7 minutes with short introductory text. Link to externally hosted video (youtube, vimeo) or audio (soundcloud).
Images - Max width 1800px
Reader - .pdf file

Sponsor name
Sponsor website
Brand summary statement. 10 to 20 words

Author name and title*
Author bio* 10 to 20 words

**sponsor may be designated as author*

SPONSOR CONTENT PROMOTION

Posts are promoted via native style advertising, on the texastribune.org homepage, on story pages across the site, and uniquely on Texas Tribune email newsletters.

SITE ADS
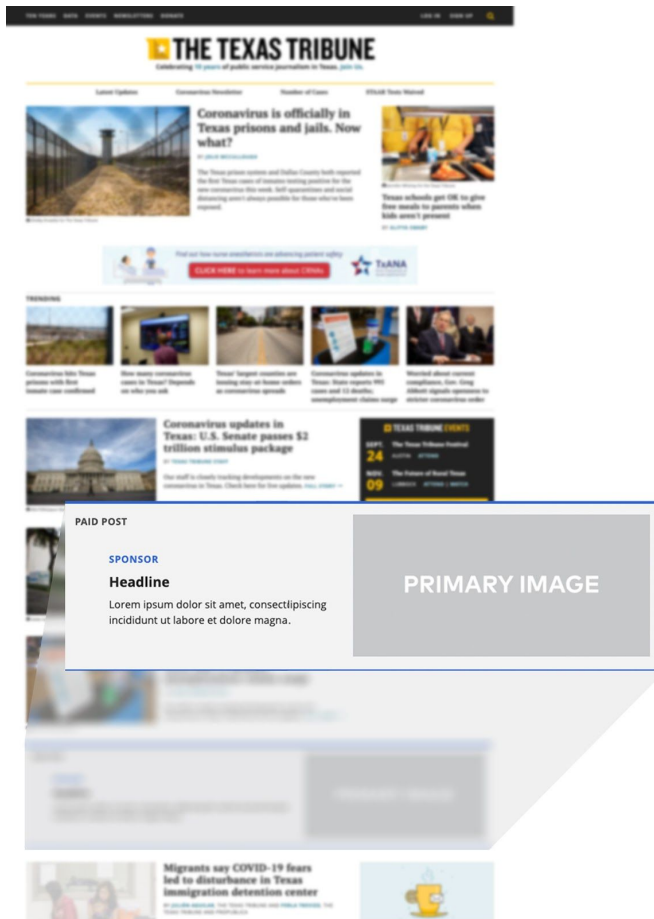
HOMEPAGE Appearing in rotation on texastribune.org homepage.

STORY PAGES Appearing in rotation on select story pages.

EMAIL NEWSLETTERS

THE BRIEF What you need to know each weekday. An email newsletter, delivered first thing every morning.Opt-in recipients receive the top news, analysis, events and more for the day ahead in an easy digest.

THE BLAST The best political newsletter in Texas. For political insiders who want the behind-the-scenes scoop. The Blast is a premium daily newsletter, powered by The Texas Tribune, the largest statehouse news bureau in the nation.