

A Proposal and Guidelines for *The Daily Texan* Native Advertising



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What is Native Advertising?

Dan Greenberg the CEO of Sharethrough, one of the biggest large scale native advertising distribution services, defines Native Advertising as “a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.” Regardless of the many definitions and names of this new digital format of advertising, whether its The “New Advertorial”, Sponsored Content or Native Advertising, in context of *The Daily Texan*, Native Advertising is simply defined as similar online sponsored content that appears next to online editorial content and is apart of the user content consumption process. The new digital advertising offering will leverage the strength of journalism and *The Daily Texan’s* unique UT perspective, and will allow brands to share their story beside that perspective. Over the past couple of years the online publishing industry has been rapidly moving in the direction of Native Advertising. By offering Native Advertising, *The Daily Texan* staff will get an unique experience with the new advertising medium that will prepare them for a similar experience they will face when they graduate and work at a company in the professional publishing industry. This proposal provides a roadmap for Native Advertising that will ensure that the implementation for the new digital advertising offerings is done carefully and correctly, so *The Daily Texan* can reap the new benefits of the advertising medium without tarnishing its journalistic integrity and audience’s trust.

Who does/ will do Native Advertising?

- The New York Times

“We believe that marketers have stories to tell and they're looking for atomized ways to tell those stories and ways to amplify their messages.” - Meredith Kopit Levien, VP-advertising

- Buzzfeed

“Native monetization is deriving revenue from a platform in a way that is unique and organic to the experience. It’s the reason why Twitter, Facebook, Foursquare, Stumbleupon, Tumblr, and BuzzFeed avoid just slapping banners anywhere they can fit them. It’s taking the core organic activities and extrapolating them to a paid activity that ‘fits.’” - Jon Steinberg, President

- Forbes

“BrandVoice is organic to our experience, not an add on... For brands, the rewards are huge, the experiences often humbling.” - Lewis DVorkin, Chief Product Officer

- Huffington Post

“[Native Advertising is] not just for campaign processes, it’s not just a one-off, but about creating brands as publishers.” - Jimmy Maymann, CEO

- Washington Post

“We are excited to create a way for marketers to create enhanced visibility, while maintaining our position as a trusted source for content of all kinds.” - Steve Hills, President and General Manager

- Vice

“The win-win for the brand and for Vice is when we can create a piece of IP that we wanted to do anyway.” - Eddy Moretti, Chief Creative Officer Eddy

This is just a preview of the full 14 page document.

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