# 'PARTNER INSIGHTS' NATIVE CONTENT PROGRAM

New for 2022, Partner Insights offers a select number of our marketing partners the opportunity for their marketing messages to appear seamlessly embedded within the editorial flow of our market-leading brands. Often referred to as "native" content, Partner Insights articles are posted directly in our content management system. They're tagged as Partner Insights content (image), but otherwise are indistinguishable from other editorial posts. Importantly, we'll promote Partner Insights content through exclusive access to native messages (image) embedded within other editorial pieces across the site, as well as through promotion in our brand newsletters.

In addition to building thought leadership with our global audience of chemical industry professionals, the Partner Insights program is also designed enhance SEO efforts through **embedded backlinks** to additional content on our partners website. This minimum three-month program includes the initial posting and promotion of up to four pieces of content, plus two fresh pieces of content in months two and three for a total of eight articles. Pricing is $9,000 net for the first three months, plus $2,500 monthly thereafter (two new articles monthly). The program also includes creation of a landing page with summaries of and links to your company's Partner Insights articles.