

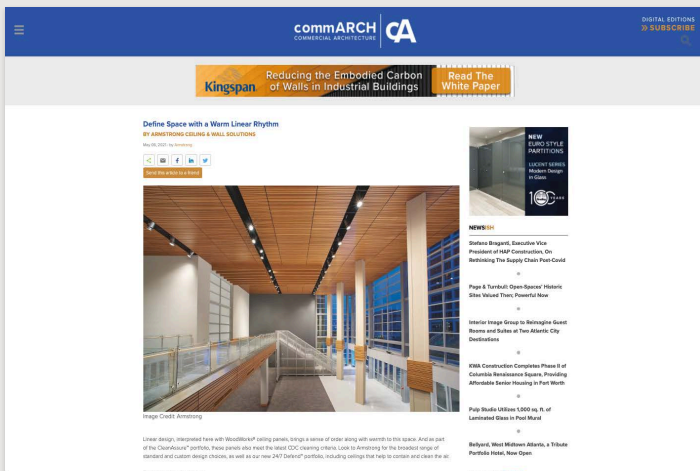
NATIVECONTENT

Specification

Our Native offering is designed to create effective, engaging content while minimizing your effort. Below is a review of each content type, how it will appear on our main platforms, and a list of materials we will need from you to properly execute in a timely manner.

PRODUCT FOCUS

The goal of this content is to get readers attention by highlighting the key attributes, benefits, and innovations of your product, using engaging text and stunning photographs.



How will it look ONLINE?

An article of unlimited length, with images, that will answer the following questions:

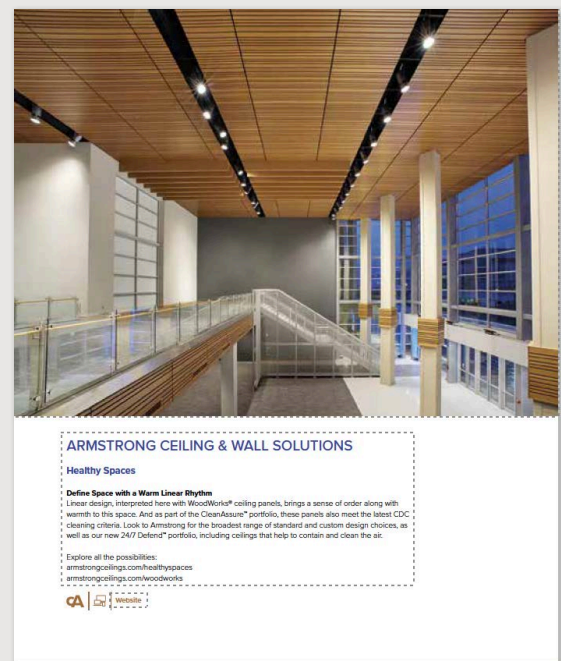
- What is it?
- Why is it needed?
- What are its uses?
- Why is it important?
- What are the key aspects?
- Where can you get it?

What you need to provide:

- Product press release (If you don't have a press release available, provide a min. 250-word description, addressing the questions above.)
- At least one high-resolution image at 300 dpi, approximately 8"x10" in size. More than one image is preferable.
- Author Page content (see requirements below).

How will it look in PRINT?

A single page or two-page spread, with 1-2 images, approximately 75 words of text, your URL, and a URL for the full online article.

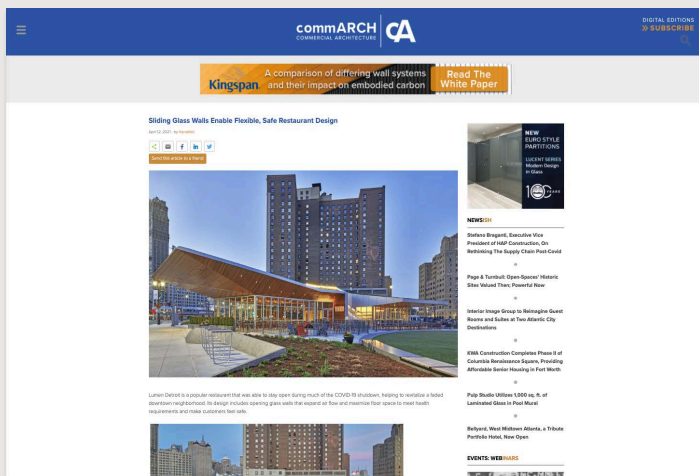


NATIVECONTENT

Specification

CASE STUDY

The goal of this content is to showcase your latest projects, celebrate your customers, and demonstrate how your product or service solved a major problem.



How will it look in PRINT?

A single page or two-page spread, with at least one image (max four images), approximately 200 (single page) or 400 (2-page spread) words of text, your URL, and a URL for the full online article.

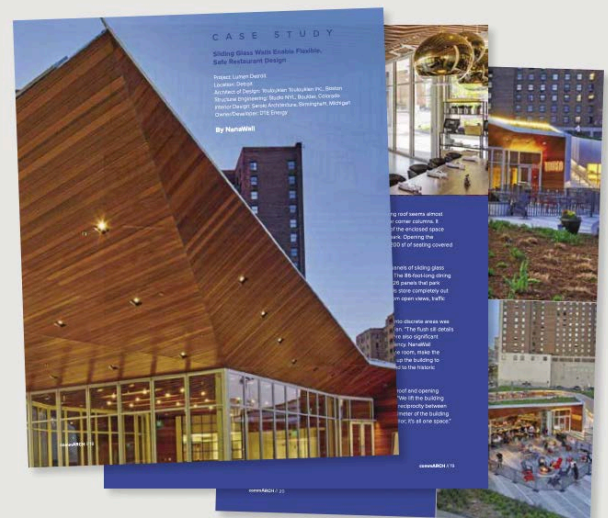
How will it look ONLINE?

An article of unlimited length, with images, that will answer the following questions:

- Who was involved?
- What was the challenge?
- What was the solution?
- What were the results?
- What product(s) were involved?
- About [Insert Company Name]

What you need to provide:

- Product press release (If you don't have a press release available, provide a min. 250-word description, addressing the questions above.)
- At least one high-resolution image at 300 dpi, approximately 8"x10" in size. More than one image is preferable.
- Author Page content (see requirements below).

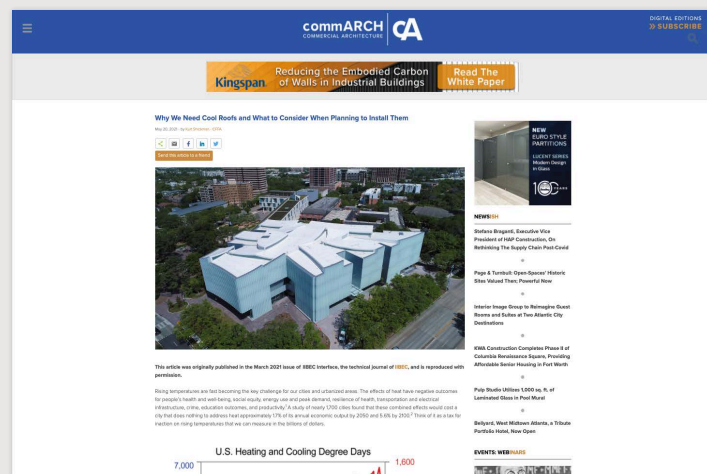


NATIVECONTENT

Specification

TECHNICAL ARTICLE

The goal of this content is to showcase your latest projects, celebrate your customers, and demonstrate how your product or service solved a major problem.



How will it look ONLINE?

Article of unlimited length, with images, that will cover your topic in detail. Article will also include a link to your Author Page (see below).

What you need to provide:

- If you write the article yourself, provide both online and print versions (if necessary). Your Native content liaison will help to determine if you need both versions.
- If you need help creating a summarized/excerpted version for print, commARCH will create one for you.
- If you choose to have commARCH write the article for you, your Native content liaison will work with you on a content development process.
- At least five high-resolution images (preferably more) at 300 dpi, approximately 8"x10" in size.
- If applicable, graphs, charts, or illustrations, also in high-resolution formats.
- Author Page content (see requirements below).

How will it look in PRINT?

The print version of the article may vary depending on the length of your online article, available images, and allotted pages. This will include a URL leading readers to the full article online.



NATIVECONTENT

Specification

AUTHOR PAGE

Every Native article you place with commARCH will link to a unique page on commarch.com that provides basic information, logos, and links to your website and social media platforms. This page will also link to all of your Native commARCH articles.

The screenshot displays the commARCH website interface. At the top, there is a navigation bar with the commARCH logo, a search icon, and a 'DIGITAL EDITIONS' link with a 'SUBSCRIBE' button. Below the navigation bar, a banner for Kingspan promotes a comparison of wall systems and their impact on embodied carbon, with a 'Read The White Paper' button. The main content area is divided into two columns. The left column, under the 'AUTHORS' tab, features the Armstrong author profile. It includes the Armstrong logo, social media icons, a brief description of Armstrong World Industries, Inc. (AWI), and a link to their website. Below this, there are two featured articles from Armstrong: 'The Latest from Armstrong' and 'YOU INSPIRE™ SOLUTIONS CENTER'. The right column, under the 'NEWS'ISH' tab, features a 'NEW EURO STYLE PARTITIONS' article and a list of news items including 'Page & Turnbull: Open-Spaces' Historic Sites Valued Then; Powerful Now', 'Interior Image Group to Reimagine Guest Rooms and Suites at Two Atlantic City Destinations', 'KWA Construction Completes Phase II of Columbia Renaissance Square, Providing Affordable Senior Housing in Fort Worth', 'Pulp Studio Utilizes 1,000 sq. ft. of Laminated Glass in Pool Mural', and 'Bellyard, West Midtown Atlanta, a Tribute'.

What you need to provide:

- A short (one paragraph) description of your company, or bio of the individual author.
- A logo file or headshot photo.
- Your website URL.
- Your social media platform URLs that you want to include, including LinkedIn, Facebook, Twitter, YouTube, Instagram, and more.
 - Note: For individuals, we do not recommend linking to social media pages dedicated to personal/private content.

Please submit all native content materials through our [production submission form](#).

Note: Print content may require revision to meet readers' needs and expectations. These revisions will only be submitted for client approval if content is received by the material deadlines provided in your insertion order.