

BRANDVIEW

Brandview is a native article hosted on Deseret.com. The article is promoted on Deseret.com homepage featured with the daily top news and across the site to maximize exposure and traffic. The article will also be posted on the Deseret News Facebook feed increasing exposure to their 500k+ followers. Once the article has published on Deseret.com, the client owns this content, which can be further used on website blogs, brochures, social media, print ads, etc. Engaging content can continue to capture customer views throughout the year and will help boost SEO.

The screenshot shows a Deseret News article titled "Untold Ballet Stories Behind Broadway Classics" about the musical "Romeo and Juliet". The article is dated October 24-26, 2021. Several ads are overlaid on the page, including a "ZERO GRAVITY" ad for a dual-use technology summit, a "BUY NOW!" ad for the musical, and a "Most Popular" section with various news snippets. A yellow banner at the bottom of the screenshot reads: "BrandView includes most surrounding ads to increase website/landing page traffic."

Product	Rate	Deadline
Brandview (Example)	\$1,250 Rate includes ads around article and one Facebook post on the Deseret News page. Additional pages upon request.	10 Business Days Prior

PRODUCTION & TIMING

- Articles require a minimum of two weeks (10 business days) for production after topic approval—regardless of who provides the copy.
- For event/publicity articles, initiate six weeks before your desired publication date (publication should be three weeks before your event).
- Publication dates will be scheduled in collaboration with you; late changes may delay publication.

CONTENT REQUIREMENTS

- Focus on informative topics, not primarily on your product or company.
- Content must be written in a news style, using credible sources.
- Bold claims (e.g., “#1 in Salt Lake Valley”) are not permitted and all statements must be supported by outside facts.
- Article length: 500–800 words.
- Direct interviews are not available; written comments can be submitted via email for inclusion.

MEDIA GUIDELINES

- Images/video may be considered; must be news-style and not overtly promotional or contain text.

- In-article links to your site are included alongside links to third-party sources; all are “no-follow”.

REVISIONS & APPROVAL

- One round of client revisions is allowed; requests must be clear and limited.
- Final revisions are due two business days before publication; late submissions may delay publication.
- Article will only be published following your emailed approval.

CONTENT SUBMISSION

- We recommend our writing team produces the article based on your input; articles written by our team generate better engagement.
- Feel free to submit outlines, bullet points, or background info for our use.

ACCOMPANYING ADS

- Ensure all display ads and creatives are ready before publication; coordinate directly with your advertising executive and ad ops team.