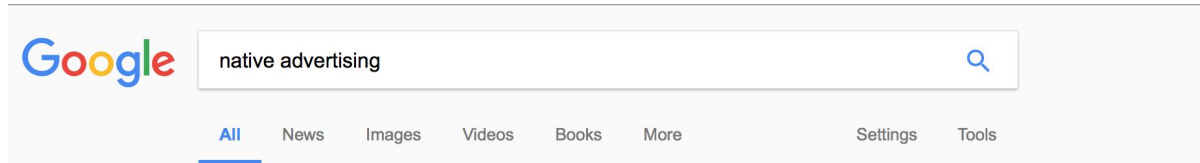


Native Advertising and Content Marketing



About 78,300,000 results (0.54 seconds)

[Native Advertising - Get Traffic & Views on Your Site - Taboola.com](#)

Ad [www.taboola.com/](#)

Start a Campaign for as Low as \$10!

Drive Growth · Promote Content · Optimize Conversions · Increase Traffic

Services: Increase Traffic, Native Advertising, Content Promotion, E-Commerce

[How to generate traffic](#)

[Content Marketing](#)

[Promote Your Blog Content](#)

[Advertise Your Business](#)

UDLS May 5, 2017
Neil Newman



- Almost all content is from this book
- Since this is a CS dept, I'm skipping cookies, big data, ad auctions, etc.
- TL;dl - It's really hard to tell if something is an ad these days.

The Problems with Traditional Advertising

- DVR + cord cutting + online news = declining revenue
- Banner Blindness

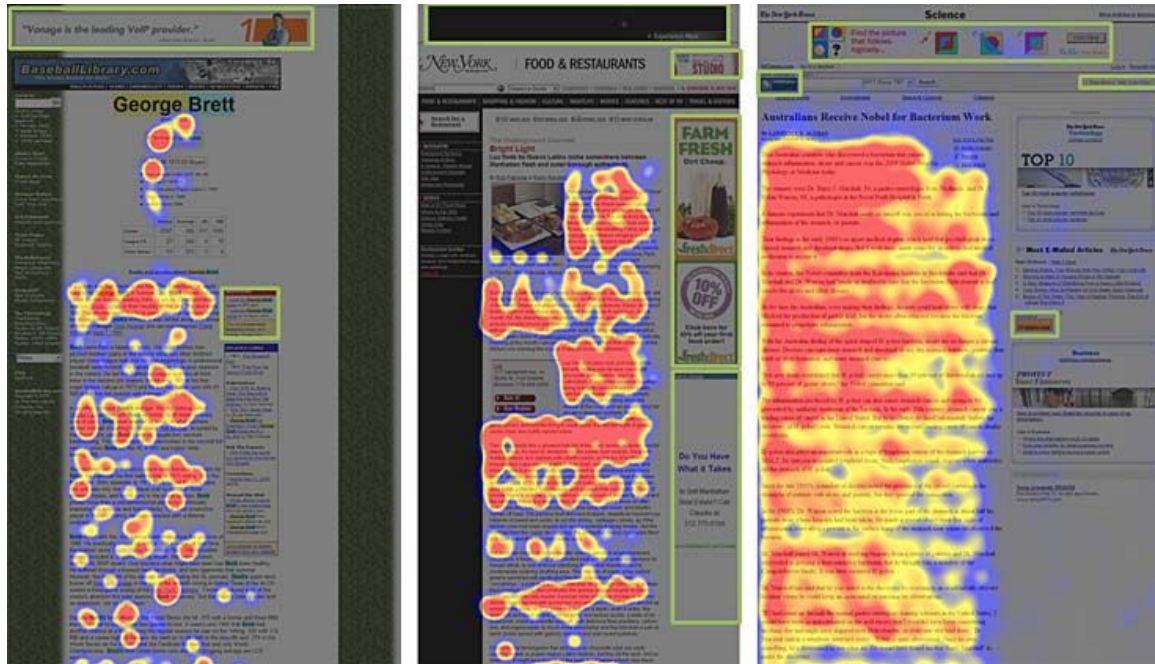


Image:
<https://www.mindsea.com/native-ad-opportunities-risks-beware-thin-blurry-line-native-ad-riche-s-brand-liquidation/>

The Solution

- **(Native Advertising)**

Hide the ads within existing content environments

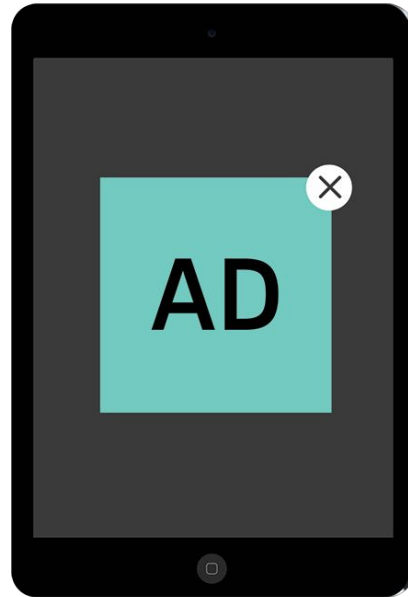
- **(Content Marketing)**

Create advertising content that doesn't look like advertising

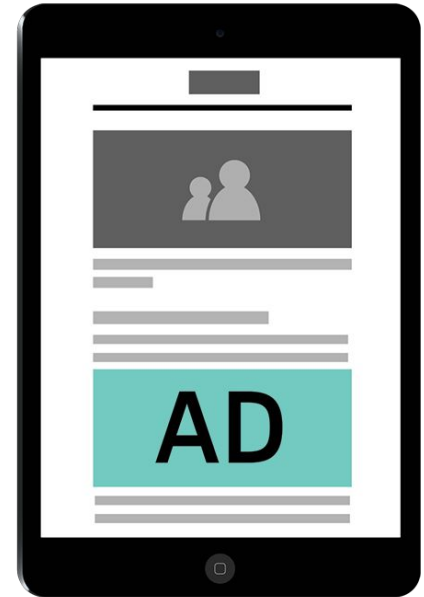
Native Advertising

“Paid ads that are so cohesive with the page content, assimilated into the design, and consistent with the platform behaviour that the viewer simply feels that they belong”

- Think of **Product Placement** as a precursor



vs.



Suggested Post

Cotopaxi Sponsored ·

Just a friendly reminder here. Each Questival participant receives a Luzon 18L daypack with their registration. This is our most popular daypack and the perfect bag for any adventure - and you get it for free when you sign up for Questival Vancouver. So. Much. Awesome.



Questival Vancouver
Get a FREE Luzon Daypack (\$40 value) wit...
COTOPAXI.COM/VANCOUVER [LEARN MORE](#)

1 Like 4 Comments

Like Comment Share

Like Comment

Sport Chek Sponsored ·

Soccer & Baseball Doorcrashers up to 50% off* our regular price. Select brands & styles. Details: <https://goo.gl/U10BFz>



427 Likes 81 Comments 43 Shares

Like Comment Share

PAID POST

BrandStudio

NETFLIX

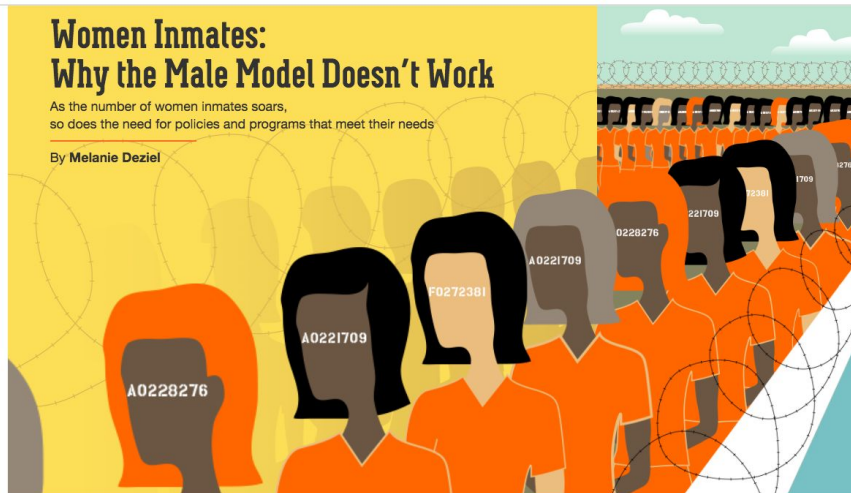
ORANGE IS THE NEW BLACK



Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars,
so does the need for policies and programs that meet their needs

By **Melanie Deziel**



ILLUSTRATIONS BY OTTO STEININGER

Over the past three decades, the number of women serving time in American prisons has increased more than eightfold.

Today, some 15,000 are held in federal custody and an additional 100,000 are behind bars in local jails. That sustained growth has researchers, former inmates and prison reform advocates calling for women's facilities that do more than replicate a system designed for men.

"These are invisible women," says Dr. Stephanie Covington, a psychologist and co-director of the Center For Gender and Justice, an advocacy group based in La Jolla, Calif. "Every piece of the experience of being in the criminal justice system differs between men and women."

At the most basic level, women often must make do with jumpsuits that are made from men's designs rather than being cut for female bodies. And standard personal-care items often don't account for different skin tones or hair types.

It's not just vanity: What drives some prisoners to mix their own makeup or tailor their uniforms

<http://paidpost.nytimes.com/netflix/women-inmates-separate-but-not-equal.html>

PREVENTATIVE CARE

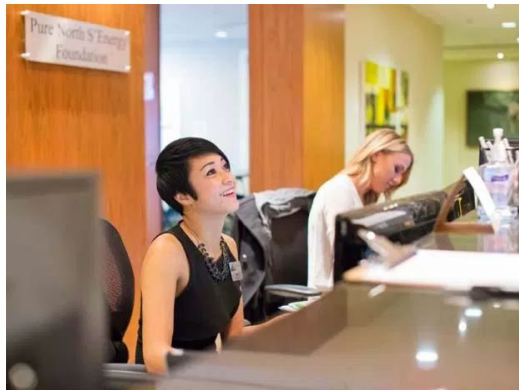
Promoted by Pure North

How a simple mathematical error puts the health of Canadians at risk

NP SPECIAL TO NATIONAL POST | March 20, 2015 | Last Updated: Mar 23 3:56 PM ET

Republish Reprint

More from Special to National Post



Staff at the Pure North S'Energy offices greet visitors. Handout

Like 318 | Twitter | Google+ | Reddit | Email | Typo? | More

The health and well-being of millions of Canadians is at risk, and billions of dollars in health-care funding is being wasted on preventable diseases, because of a statistical error.

Evidence has come to light that due to a miscalculation the Canadian government's recommended daily allowance of vitamin D, a critical hormone for good health, is inadequate. Now, the Pure North S'Energy Foundation — a non-profit organization that focuses on preventative health — is calling on Canadians to sign a petition demanding urgent action from Health Canada to fix the problem.



Health Videos



Patient Diaries

While symptoms are benign, primary biliary cholangitis can lead to liver failure

FIND OUT FOR YOURSELF
www.scientology.org

Subscribe
and get
**2 FREE
ISSUES**



• SUBSCRIBE
• RENEW
• GIVE A GIFT
• DIGITAL EDITION

the Atlantic



How to Protect
Workers From
the Rise of
Robots

'Sons of Apes
and Pigs':
Where Is the
Reaction?

Can Ohio
Handle the
Truth?

SPONSOR CONTENT

Why Social
Media Matters for
Your Business

Politics | Business | Tech | National | Global | Health | Sexes | Entertainment | Magazine



Special Reports | Video | Photo | Ebook | Newsletters **JUST IN** Speak, Clarence, Speak! Andrew Cohen

SPONSOR CONTENT What's This?

David Miscavige Leads Scientology to Milestone Year

Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.

in Share 3 Tweet

12:25 PM ET



2012 was a milestone year for Scientology, with the religion expanding to more than 10,000 Churches, Missions and affiliated groups, spanning 167 nations--figures that represent a growth rate 20 times that of a decade ago.

The driving force behind this unparalleled era of growth is David Miscavige, ecclesiastical leader of the Scientology religion. Mr. Miscavige is unrelenting in his work for millions of

TEL AVIV, ISRAEL

Ribbon Falls on Ideal Center of Scientology for the Middle East



>> READ

LOS ANGELES, CALIFORNIA

Groundbreaking Book-On-Film Answers the Question "What Is Scientology?"



>> READ

WRITERS



JEFFREY GOLDBERG | A Wonderful New
Book About Scientology, By a...



JAMES FALLOWS | Security Tip: Disable
Java Now



TA-NEHISI COATES | More Guns, Less Crime:

https://www.magnetmail.net/actions/email_web_ersion.cfm?recipient_id=699462885&message_id=2459857&user_id=NJG_Atlan&group_id=0&job_id=12656579

Buzzfeed

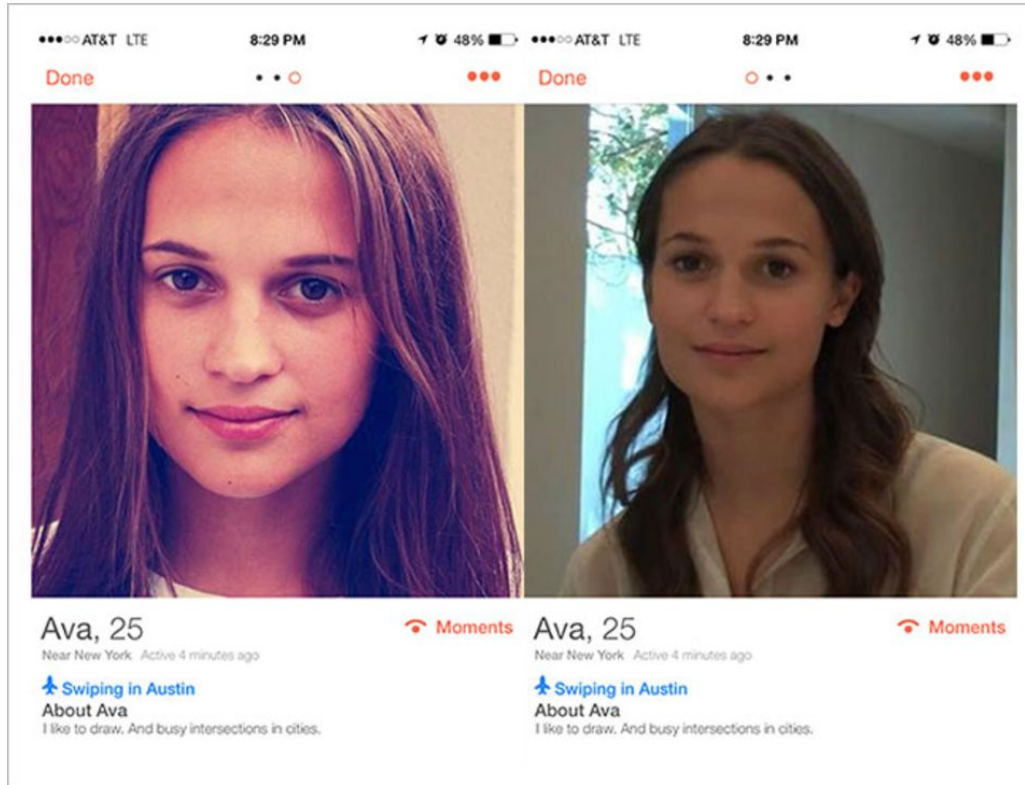
[How would you die in GoT?](#)

[Which Barbie Doll are You?](#)

[12 Life Lessons We All Learned Our Freshman Year of College](#)

[15 Animal Vines That Perfectly Describe Your Mood Right Now](#)

[13 Things Every Early Cell Phone User Remembers](#)



<http://www.adweek.com/creativity/tinder-users-sxsw-are-falling-woman-shes-not-what-she-appears-163486/>

Content Marketing

- “A brand must give something valuable to get something valuable in return. Instead of the commercial, be the show. Instead of the banner ad, be the feature story”
- Provide valuable, relevant, and consistent content. Be in the customer’s mind when they go to make a purchase.



Felix Baumgartner's supersonic freefall from 128k' - Mission Highlights



Red Bull

Subscribe 5.9M

41,683,634 views

+ Add to Share More

171,703 5,933



One of those days 2 - Candide Thovex



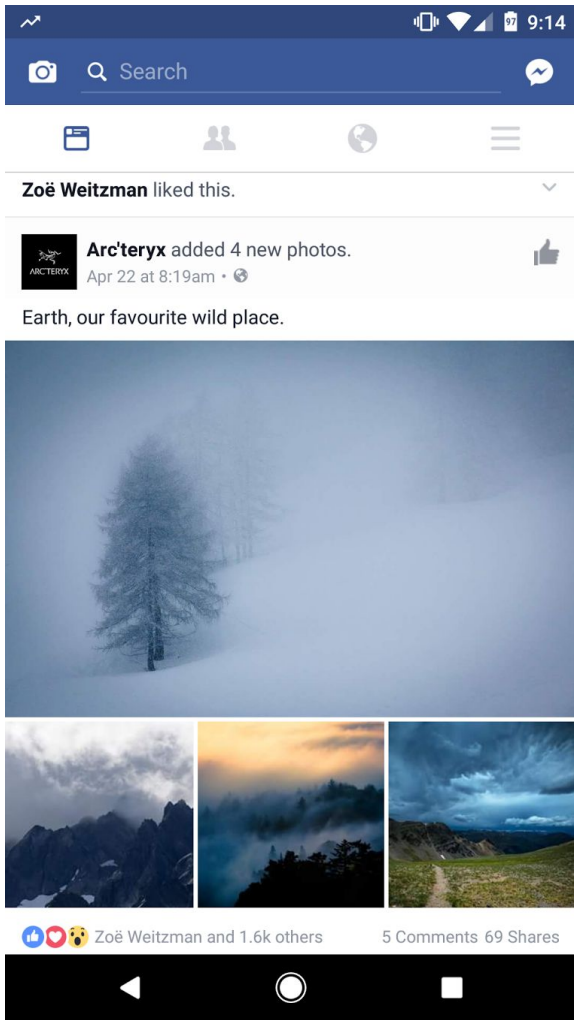
Candide Thovex

Subscribe 208K

21,933,352 views

+ Add to Share More

143,436 1,999



It isn't always obvious who the content creator is

Sign up to get Van Winkle's in your inbox weekly

SIGN UP

×

Van Winkle's

Exploring the science, culture and curiosities of sleep.

SCIENCE HEALTH CULTURE | Follow:      



<https://vanwinkles.com/>

<https://www.tablespoon.com/>



MARKETERS

Harness the power of influential Creators to produce original content and share sponsored posts through social media.

Software For Brands & Agencies

Managed Services



CREATORS

Get paid by leading brands and agencies to produce and share sponsored content with your social media followers.

Sign Up As A Creator

Learn More

Sampoorna Biswas was tagged in a photo.



Ryanna Yang with Sampoorna Biswas and 5 others at SmartyPantz Vancouver.

Apr 21 at 7:56pm • Vancouver, British Columbia

We escaped! LimeSpot Vancouver Team is #smartypantz! #limespot #spiesandlies



Ritika Jain and 27 others

Like Comment Share

Peter Beshai was tagged in a photo.



Lo Go posted a photo on Instagram — with Daniel Korman.

1 hr • Instagram

@eandrsweetery thank you for such amazing cupcakes!!



Arielle Zahavi and 8 others

3 Comments

Like Comment Share

Why Should You Care?

- Church and State separation: Publisher is at the whim of the advertiser (e.g. controlling comments section to quietly disappear negative feedback)
- Content producers are legally obligated to tell you when they are being paid to promote a product. They often don't.
- Content marketing allows companies to SEO negative news away