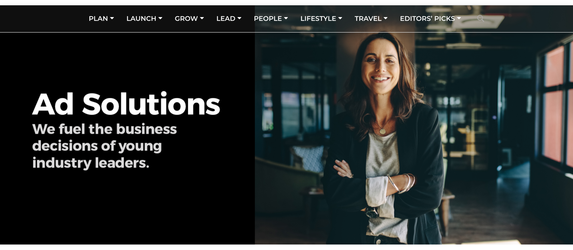
YFS MAGAZINE

PLAN ▾ LAUNCH ▾ GROW ▾ LEAD ▾ PEOPLE ▾ LIFESTYLE ▾ TRAVEL ▾ EDITORS' PICKS



Digital

PRODUCT HUB

Shop Our Editors' Top Tech Picks

Presented by DELL Technologies

Upgrade your office servers
Provide a synopsis and high-level overview – 100 characters max.

Win-win WFH survival strategies
Provide a synopsis and high-level overview – 100 characters max.

Boost workflow with elegant design
Provide a synopsis and high-level overview – 100 characters max.

Unleash your creativity and big ideas
Provide a synopsis and high-level overview – 100 characters max.

Featured Product

Key marketing phrase – 155 characters of compelling product description copy and a "Shop Now" call-to-action

Shop Now >

Ad Specs And Creative

Product Hub – Interactive Native Content

Reach influential small business decision makers with a high impact native content solution. YFS Magazine's interactive product hub grabs reader attention with in-article interactivity and provides 100% share of voice and competitive separation – delivering access to premium digital real estate on the homepage and run of site (above the fold).

The Product Hub is a multimedia native ad unit developed in-house by YFS Magazine. It can be purchased as a standalone ad product or accompany sponsored content as an add-on upgrade.

RATE CARD

Monthly Flat Rate.
Weekly rate packages available.

PLACEMENT

Product Hub is an interactive native content product that is featured Homepage & Run of Site (ROS) – above the fold. Note: ROS is In-Article premium placement.

REPORTING

Link tracking is available for this native content unit. A maximum of four do-follow links, one per featured product.

DOWNLOAD PDF

CREATIVE SPECS

Creative Unit Name: Product Hub

Ad Size (Viewable): 1680×700 Product Shots

Ad Size (File): 3360×1400 Product Shots

File Type: JPG, GIF, PNG

Submission Lead Time: Minimum 2 days prior to campaign launch

FILES PROVIDED BY ADVERTISER

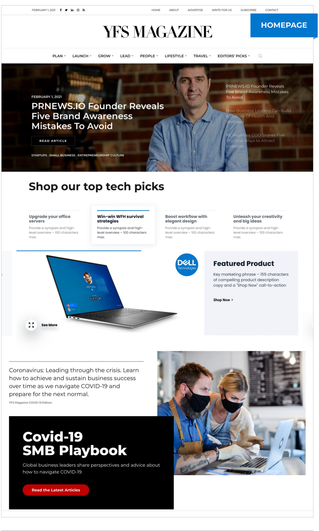
Discovery Q&A: Client feedback and product selection brief.

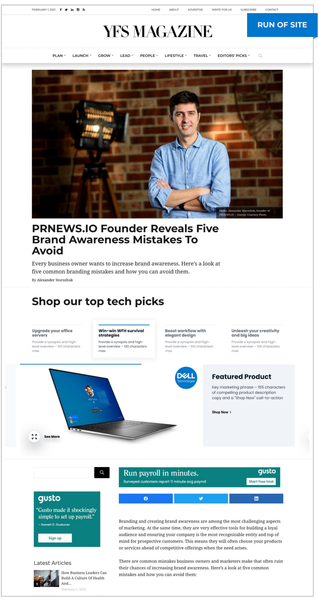
Product shots: High resolution product shots; maximum of 4 separate PNG images with transparent backgrounds. Please ensure product images are 1280×720 px or larger.

Logo: One high resolution logo.

Video Assets: *Optional.* One video per product feature, accessible via the *Watch Video* call-to-action area under product shots.

PLACEMENT





CONTACT US

Learn more about this fully customizable native advertising unit to introduce new products to small business decision makers.

LEARN MORE

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