

# Creating an Advertorial

## WHAT IS AN ADVERTORIAL?

An advertorial (also called a Business Profile) is an article you pay for. Essentially, you're hiring our team—a writer, a photographer (if applicable), our graphic designers and our editing team.

Advertorials are often used for the following:

- ✓ Educate audiences
- ✓ Tell a company's story
- ✓ Announce exciting changes
- ✓ Acknowledge and thank your staff
- ✓ Attract potential customers
- ✓ Publish your newsletter

## The Plan

### 1. WE MAKE A PLAN WITH YOUR INPUT

We'll call to discuss your needs and goals, so we can plan the format and design (and the photoshoot if applicable).

### 2. SCHEDULE A TIME TO CONNECT

You'll confirm a day and time for the phone interview, which only takes 15-30 minutes. We'll write custom questions designed to help you achieve your goals. At this stage, a plan will be made for photos.

### 3. WE WRITE THE ARTICLE

This is what we're trained to do. We'll follow the road map we've created together to help you achieve your goals and look your best.

### 4. PROOFING AND FINAL APPROVAL

We'll fine tune your article and design a layout for you to proof and approve.

Since we started with a solid plan, we should have a final layout within 1-3 proof submissions.



## 2-PAGE VS. 1-PAGE ADVERTORIAL

The 2-page advertorial allows for more use of pictures and a more in-depth profile than the 1-page advertorial. **The 2-page includes a professional photoshoot**, and you'll receive access to the photos for your marketing purposes.

A photoshoot for a 1-Page is an additional \$300.

The 2-Page Advertorial is \$4,200.  
The 1-Page Advertorial is \$2,500.

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