



SPONSORED STORIES @ **cbj** CLIMBING BUSINESS JOURNAL

Sponsored stories at CBJ are among our best methods of exposure. Not only does your brand get visibility, but you have the opportunity to deliver an interesting story too. Tell our audience what makes you unique! This can include your:

- > **Backstory** - business origin, founders, values
- > **Offerings** - products, services, innovations
- > **Customers** - project success stories, case studies
- > **Team** - notable staff, athlete ambassadors
- > **Events & campaigns**
- > **Tips & advice**
- > **Videos & written stories**

These can be long form or very brief. If you have a great new video, it may only need a few paragraphs to accompany the embed. Complete submissions include final draft of text and accompanying photos.

EDITING PROCESS

We do review and reserve the right to edit all sponsored stories. We hold the same high standards for these as our typical editorial, and so they are carefully edited and big claims must be justified. This service is included at no additional cost. For more "salesy" promotional articles we offer a press release service which are not subject to our editing process.

WRITING SUPPORT

Most sponsored stories you read at CBJ were written by our experienced and knowledgeable in-house team of professional writers. We offer that for only \$250/story.

TURNAROUND & SCHEDULING

We ask for at least 30 days advance notice for sponsored stories, and at least 60 days if you'd like writing support. Stories can spend a few weeks in the editing process after the full draft is received. Typically we do not guarantee publish dates, if you require that please plan far ahead of time. Generally stories are scheduled in order of receipt of complete submissions, this includes final draft and accompanying photos.