

## ONLINE HOSTED CONTENT

The New Zealand healthcare sector is small and the chances are your customers have known you, and your products, for a long time. This may be a good thing, but it also means they may have developed assumptions about your people, products and company, some of which you may wish to challenge.

Online hosted content is your opportunity to have a more in-depth conversation with our readers, maybe launch new products or remind your customers what it is you do well or differently to your competitors. Don't forget, *New Zealand Doctor* and *Pharmacy Today* are not just read by clinicians. A wide range of sector managers and leaders also read the publications.

Positioned along the *New Zealand Doctor* or *Pharmacy Today* online news, hosted content is treated as an article, rather than an advertisement. How you use this space is only limited by your imagination.

We offer two different primary hosted content spaces on the website which appear on the main homepage: Position 1 - hero position on the left hand side. Position 2 - side bar position on the right hand side. Both these positions click through to your content page. Depending on your requirements, your online Hosted content can be displayed to logged-in subscribers only, or all site visitors. Hosted content can be made searchable and sharable through social media if required.

Your hosted content will be clearly marked as hosted; we want our readers to know that it is different from our editorial content to ensure our reader's expectations are met.

### WHY HOSTED CONTENT?

- ☒ **Change the conversation about your people, products or company**
- ☒ **Establish your company or product as a leader in your market**
- ☒ **Support your staff to be trusted advisors**

## HOSTED CONTENT AREAS

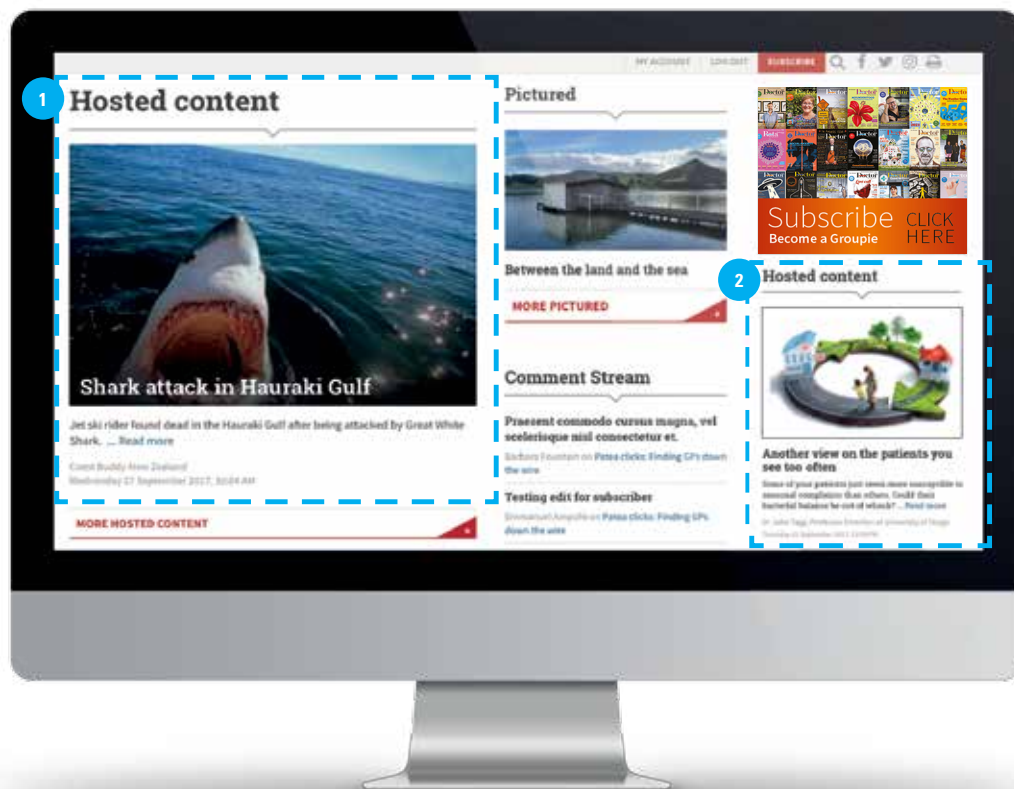
### HOMEPAGE

#### 1. HERO POSITION

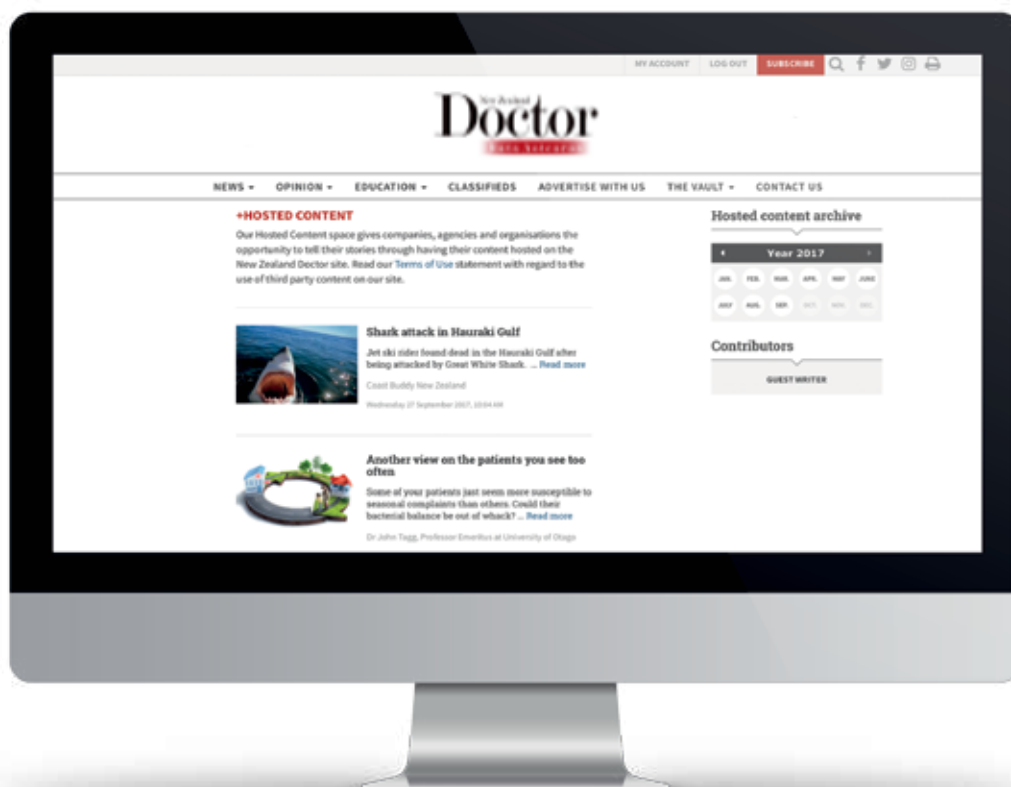
The hero position on our homepage

#### 2. SIDE BAR POSITION

Right hand side bar displayed on run of site (ROS)



### HOSTED CONTENT INDEX PAGE



## SUBMITTING YOUR ONLINE HOSTED CONTENT

Your hosted content will be successful if your material is engaging and relevant to our readership. For The Health Media staff to load your hosted content, we need the following fields provided. Fields with asterisks are mandatory; however, we strongly recommend that content for all fields is provided.

### HOMEPAGE

#### 1. Image or video space \*

This is the image that will show on the front page of the website in the hosted content position you have booked and as the main image above your content. This image should pop and be compelling for your desired reader, enticing them to click on the link to read the full story.

##### Hero front position

##### image/video size:

627 pixels (W) x 595 pixels (H)

##### Side bar front page position

##### image/video size:

215 pixels (W) x 204 pixels (H)

#### 2. Title \*

Should be catchy, to entice the reader. No more than 5 words.

*Shark Attack in Hauraki Gulf*

#### 3. Introduction (Synopsis)\*

Displayed on the website homepage, this is a compelling sentence describing the story for the reader.

*Jet ski rider found dead in the Hauraki Gulf after being attacked by Great White Shark*

#### 4. Author \*

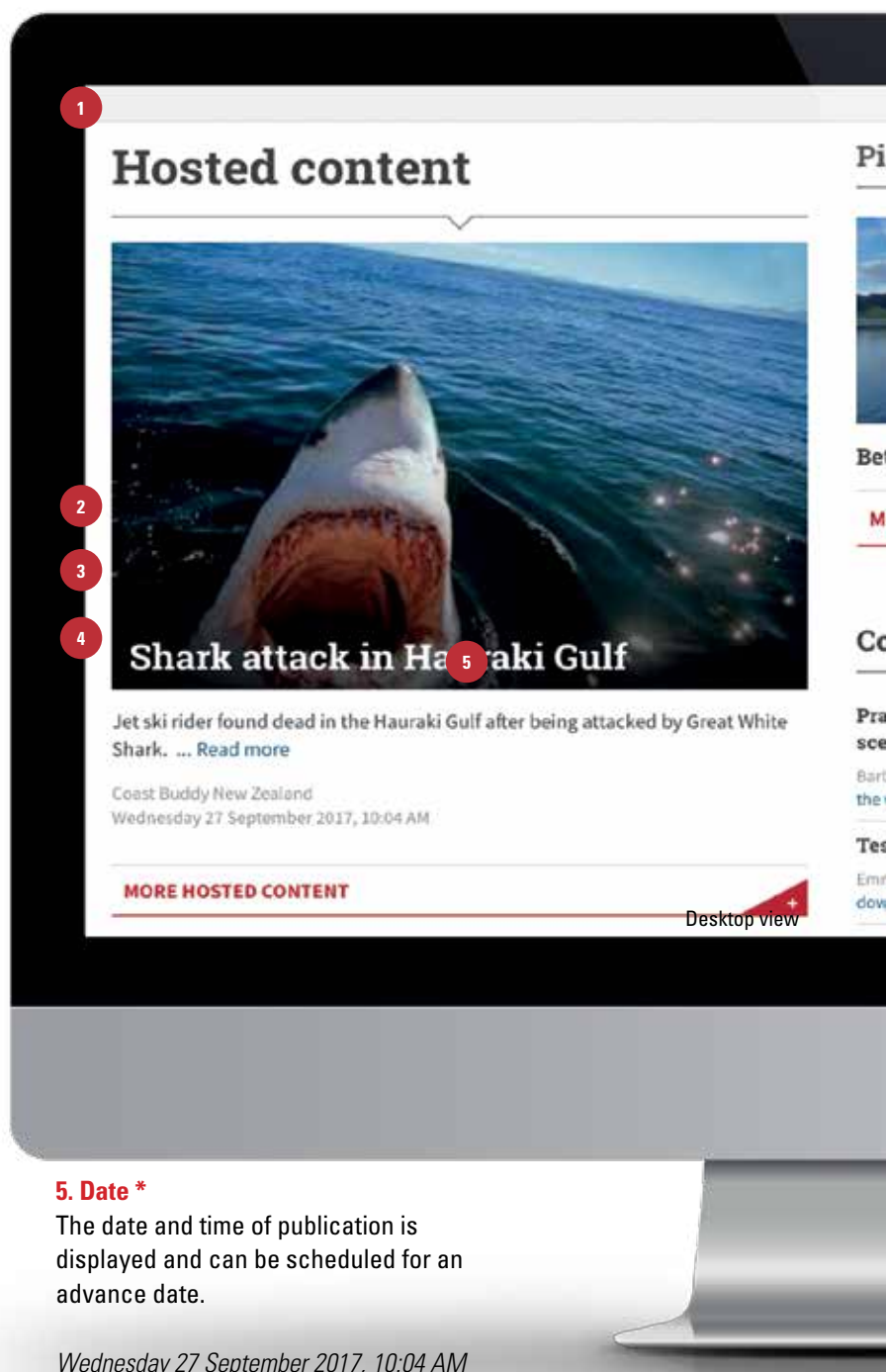
Who has written the content. We can include a small, round icon to improve recognition of the author.

*Coast Buddy New Zealand*

#### 5. Date \*

The date and time of publication is displayed and can be scheduled for an advance date.

*Wednesday 27 September 2017, 10:04 AM*



## HOSTED CONTENT PAGE

### 6. Slug

The slug is displayed below the title in red capitals, and says the piece is an advert and not editorial.

*Advertising material*

### 7. Caption

This should be a short subtitle, describing your hero media image.

*Insidious Scariest (Great White Shark)*

### 8. Standfirst

This is a brief introduction to the story that would appear above the main body of copy. It is not always needed and is usually used as a brief description of the story, introducing it to the reader.

*Shark attacks in New Zealand used to be rare, but after a record year in 2017, including a fatal attack in the Hauraki Gulf last week, New Zealand Coast Guard needs more funds to invest in shark monitoring equipment.*

### Subheading and paragraphs

The story may have one or many paragraphs included. Each paragraph can have a subheading and image added. Charts or maps may also be added, if desired.

### 9. Subheading

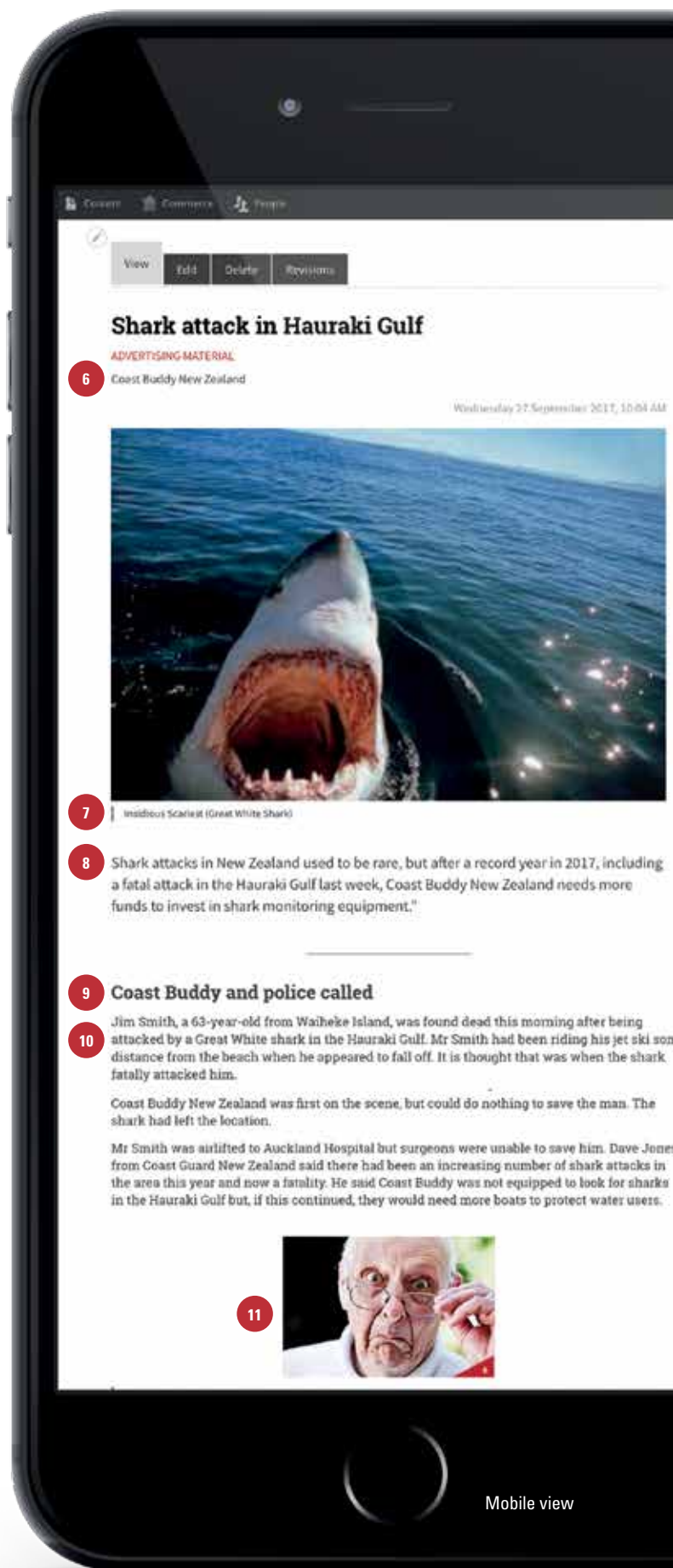
*Coast Guard and Police Called*

### 10. Paragraph

*Jim Smith, a 63-year-old from Waiheke Island, was found dead this morning after being attacked by a Great White shark in the Hauraki Gulf. Mr Smith had been riding his jet ski some distance from the beach when he appeared to fall off. It is thought that was when the shark fatally attacked him.....*

### 11. Image

If an image or chart is added, you may also provide a caption which will be displayed below the image within the paragraph.



## 12. Pull quote

A pull quote is a quote that is copied and pulled out of the text to highlight a point and grab the reader's attention.

*"It was quite horrifying really"*

## Related articles

A related article is a link to another related story or video on the *New Zealand Doctor* or *Pharmacy Today* website. This may be one of your earlier pieces of online hosted content.

## 13. Related links

You can use this field to link to another website. You will be asked for the URL of the website and the link text for each link. You can link to as many websites as you like.

## 14. Mandatories

You may wish to display some mandatory information adjacent to your content. A place is provided for this. Again, this is a free text HTML box.

*This content is entirely fictitious and has been designed to assist the advertiser to understand advertising specifications for hosted content. No person should act in reliance upon it.*

## Tags

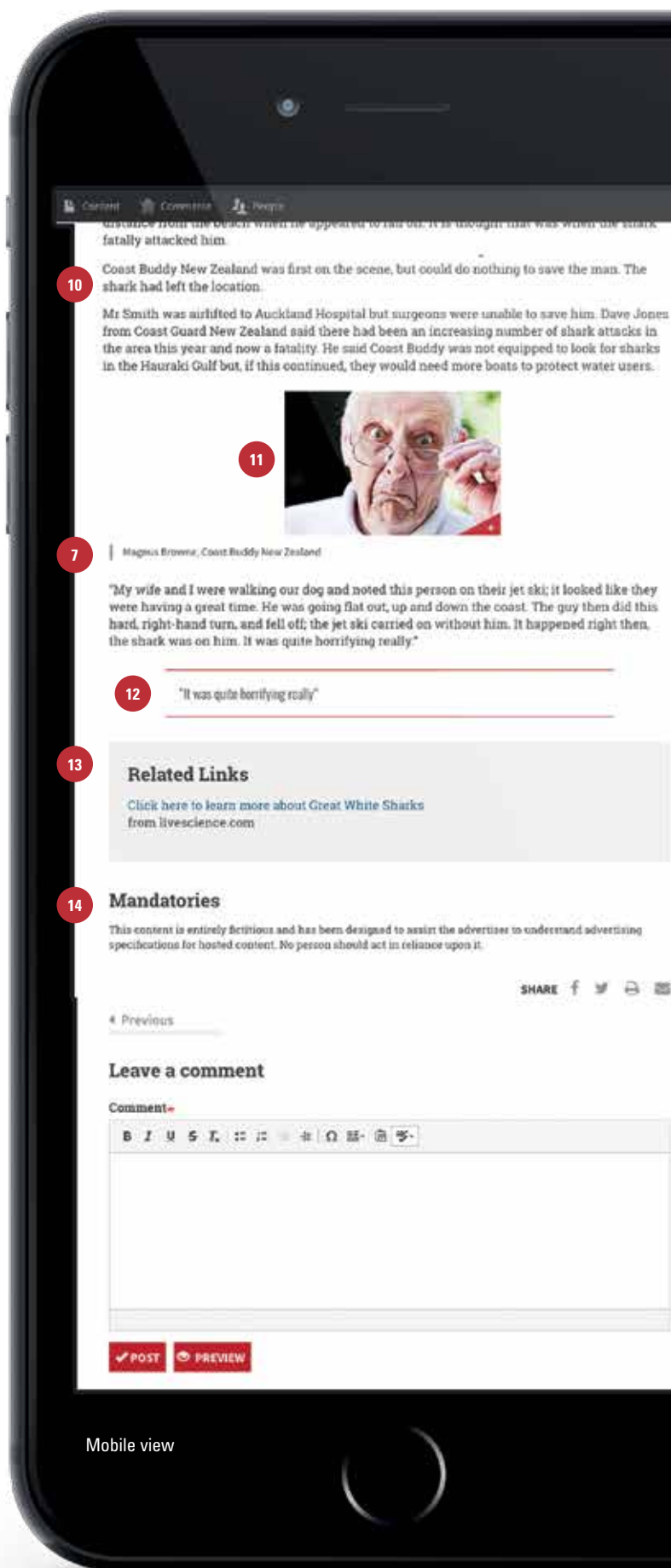
A tag is a keyword assigned to information to help describe an item and allows it to be found again by browsing or searching. We use a set of controlled vocabulary on our website. Let us know what tags you think may be appropriate, and we will tag for you.

*Sharks, jet skis, noise pollution*

We want to provide our subscribers and advertisers with a great experience. For this reason, hosted content is subject to editorial approval. We reserve the right to not accept any material that we feel may be damaging to your or our brand or reputation.

**Need more information, pricing or help in preparing the content?**

**Rhonda Jackson**  
(*New Zealand Doctor and Pharmacy Today*)  
Phone 021 746 475



Mobile view