



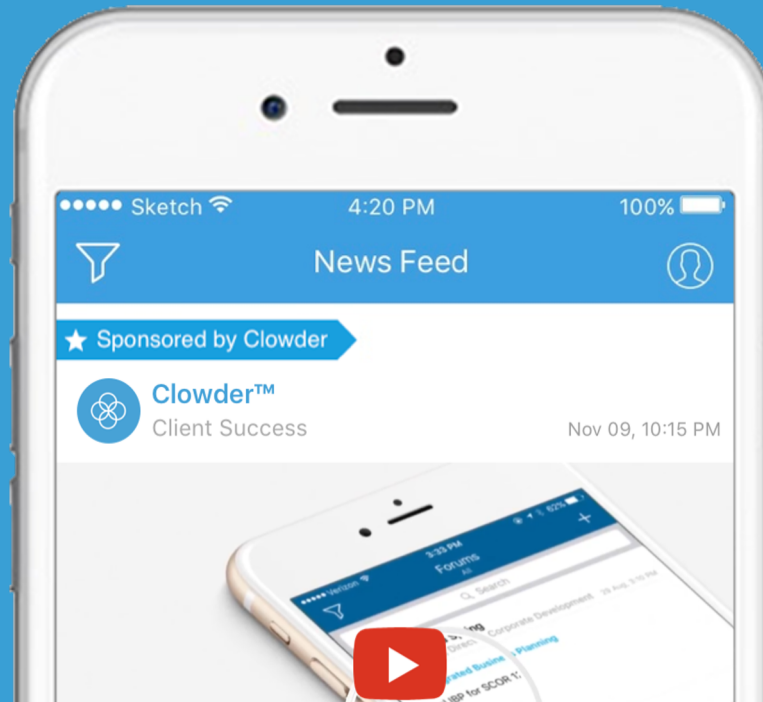
Clowder®
Mobile engagement year-round

Sponsorship Guide



Advertising Through Clowder Apps

Clowder offers a variety of options for in-app sponsorship. Our apps allow sponsors to reach your network in ways that are not disruptive but instead present opportunities for effective **interaction and engagement**. Advertising in this dedicated environment helps sponsors place themselves in front of a highly targeted audience in order to gain greater results.



Sponsored Content

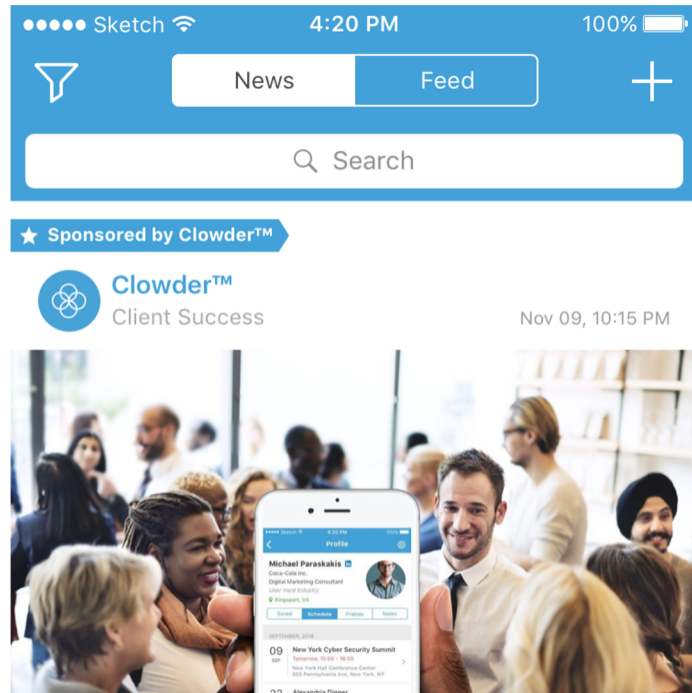
Content including articles, videos, photos and documents placed within the news feed.

Optional:

Pinned to the top

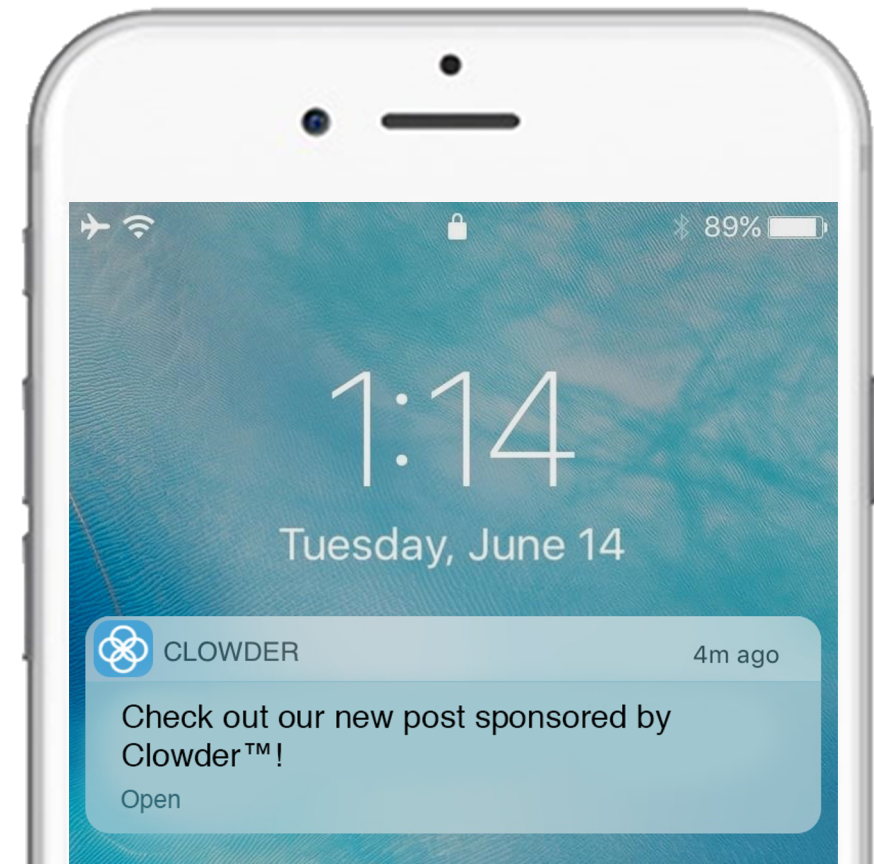
Remain at the top of the news feed a period of time.

Coordinating Push Notification



Sponsored Push Notifications

Place a message inside a push notification deployed network-wide.



Sponsored Polls

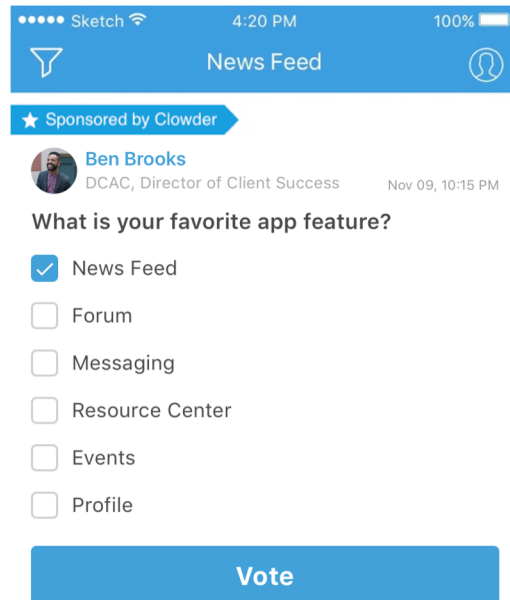
Post a question or topic with 2-6 answer options users can select in order to generate quick feedback.

Optional:

Pinned to the top

Remain at the top of the news feed for a period of time.


Coordinating Push Notification



Sketch 4:20 PM 100%

News Feed

★ Sponsored by Clowder

 **Ben Brooks**
DCAC, Director of Client Success Nov 09, 10:15 PM

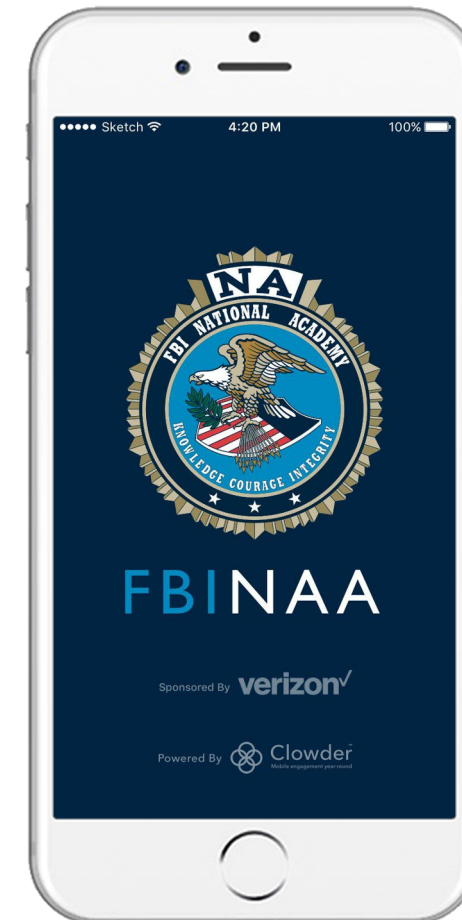
What is your favorite app feature?

- News Feed
- Forum
- Messaging
- Resource Center
- Events
- Profile

Vote

Splash Screen

Placement on the opening screen of the app. Sponsor is continually viewed each time the app is opened.

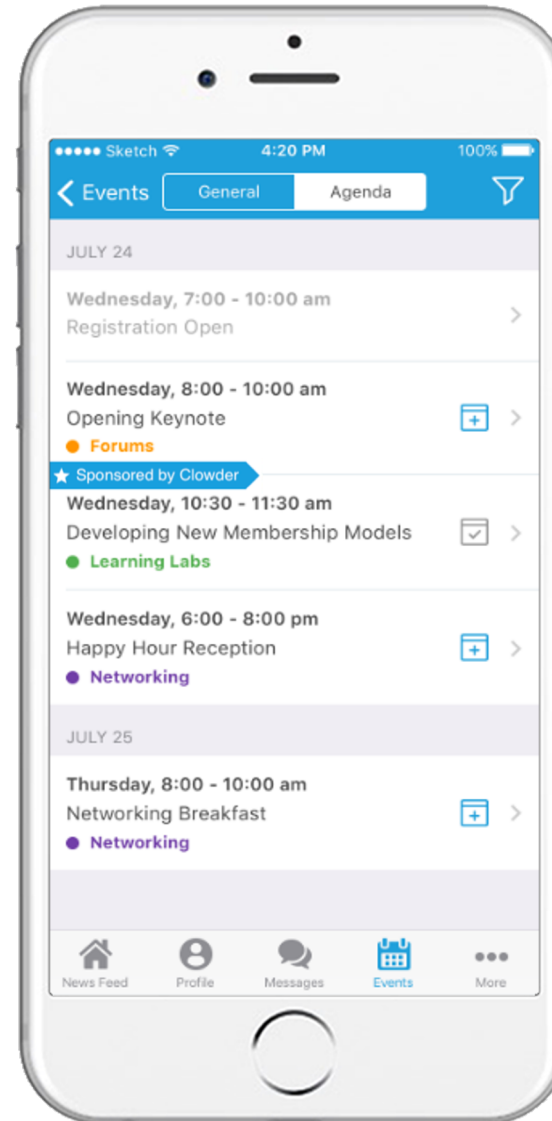


Sponsored Sessions

Individual sessions within an event agenda can be accompanied with a sponsored tag to promote a partnership.

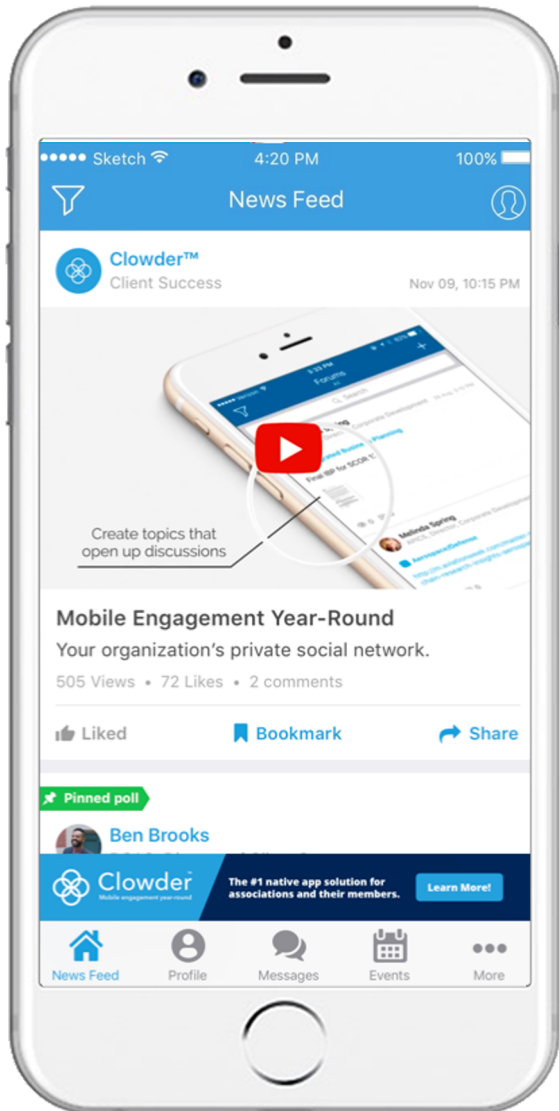
Optional:

Coordinating Push Notification



Display Ads:

Uploading Advertisements



Advertisement images are uploaded to the admin with a coordinating destination link. Files must be **1242 x 165 pixels** shown in the example above.