

SPONSORED CONTENT

A useful sponsored article published on SpaRetailer.com, supported by email and social promotion created by our team.

WHAT'S INCLUDED

- One sponsored article published on SpaRetailer.com
- One dedicated promotional eBlast created by SpaRetailer
- Coordinated social promotion created by SpaRetailer

TECHNICAL REQUIREMENTS

ARTICLE COPY

800 to 1,200 words

HERO IMAGE

1200 x 800 px · high-resolution JPG

SIDEBAR AD

300 x 600 px · high-resolution JPG or PNG

LINKS

Full destination URLs supplied separately

ARTICLE STRUCTURE

Headline, subhead, section headings and body copy

COMPANY LOGO

High-resolution JPG, PNG or EPS · no fixed dimensions

IN-ARTICLE BANNER

970 x 250 px · high-resolution JPG or PNG

OPTIONAL MEDIA

Embeddable video URL and image captions or credits

MATERIALS NEEDED

- Final article draft with headline, subhead and section headings
- Sponsor or byline name
- 1200 x 800 px hero image
- High-resolution company logo
- 300 x 600 px sidebar ad and its destination URL (optional)
- 970 x 250 px in-article banner and its destination URL (optional)
- Short company bio for the sponsor profile (optional)
- Company website and social profile URLs for the sponsor profile
- All article hyperlinks clearly marked in the copy
- Optional video URL, image captions and photo credits

Before you submit

SpaRetailer creates the promotional eBlast and social posts. Advertisers do not need to supply separate email or social creative.

Content must be useful to SpaRetailer's professional audience and will be identified as sponsored.

If you supply a sidebar ad or in-article banner, provide its destination URL separately.

EXAMPLE

QCA Spas' current sponsored article adapted to the new layout. The example uses supplied campaign artwork and an abbreviated article excerpt.

SpaRetailer

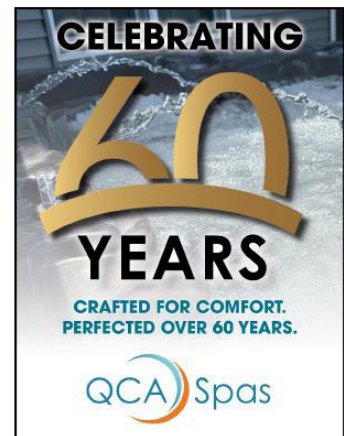
ARTICLES ISSUES PODCAST SUBSCRIBE

Sponsored Content

Presented by QCA Spas | By Gary Metivier | February 16, 2026

Built to Last, Ready to Grow

QCA Spas Celebrates 60 Years with Innovation, Efficiency, and Dealer-Centered Growth



Sponsor label, byline, headline, hero image and optional sidebar



Optional in-article banner

970 x 250 px



Sponsor profile

View original: sparetailer.com/qca-spas-celebrates-60-years/

READY TO SUBMIT?

sparetailer.com/sponsored-content-submission/

Questions: production@kendrickcontent.com