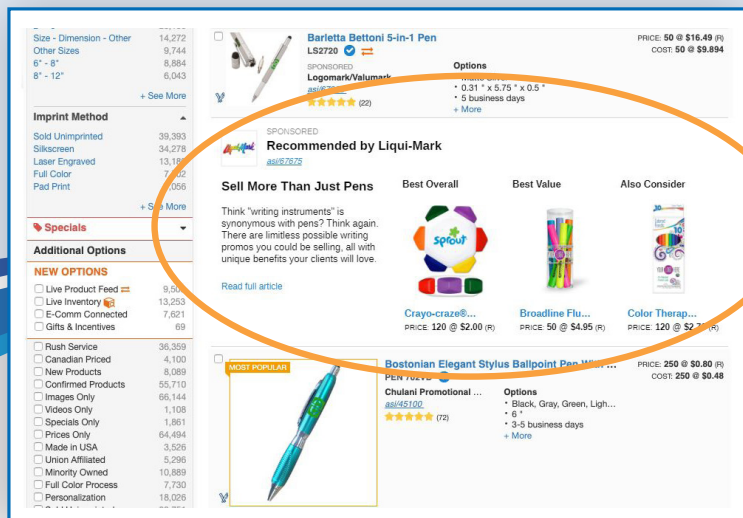


Sponsored Content in ESP



Pairs Products with Relevant Content.

Content Marketing Meets ESP.

55.09% Average CTR

Sponsored Content in ESP® is a highly visible ad placement that features your brand's logo, a relevant educational article and three of your products directly in search results.

How it works:

- 1 A distributor searches for a product in ESP.
- 2 Your Sponsored Content ad will appear on the first page of search results.
- 3 Distributors can choose to:
 - Click on your products and be taken to the Product Detail page.
 - Click on "Read full article" to view an educational article.
- 4 You'll receive comprehensive performance reporting on your ad placements.

2023 ESP Sponsored Content Rates:

\$360/month

\$350
content asset

Visit espasiadvertising.com or contact your account executive to get started.