

# Sponsored Content Block

The Sponsored Content Block is an exclusive single-sponsored resource section on LCGC's website where your company can disseminate content, videos, whitepapers, research, webinars, drive website traffic, generate leads, and more.

## Features and Benefits:

- ▶ Direct links to up to 4 assets plus your company's logo and website link. Assets can be web links or downloadable files with gated registration form. Assets can be web links or downloadable files with gated registration form. Assets can be updated monthly.
- ▶ Your content block is NOT an ad unit. It does not go into rotation and is visible and accessible 24/7/365
- ▶ Each asset/link is tracked individually so you will know which assets are the most popular. For gated assets, all registration information will be provided.

