**How Sponsored Content Is Becoming King in a Facebook World**

Younger companies like Vice and BuzzFeed have built whole businesses around the concept. The Atlantic has said that three-quarters of its ad revenue now comes from sponsored content. Slate, the web publisher, says that about half of its ad revenue comes from native ads, as sponsored content is also called, and the other half from traditional banner or display ads.

***New York Times 7.24.16***

<http://www.nytimes.com/2016/07/25/business/sponsored-content-takes-larger-role-in-media-companies.html?ref=media&_r=0>