

# Editorial Video & Podcast Sponsorship Promotion Form (PR Email Blast)

## Sponsored Content Requirements

CONTENT AND MATERIALS TO BE SUPPLIED:

\*Required Material

### General Info

Advertiser Company Name\*: \_\_\_\_\_

10-word Company Description (Optional. Read by episode host during introduction. If left blank, description will be omitted. **10 words, approximately.**):

(Example: "This podcast sponsored by COMPANY NAME, PROVIDING SOLUTIONS TO THE PRODUCT INDUSTRY FOR MORE THAN FIFTY YEARS")

Company Web Address Link\* (For website postings):

Company Logo\* (high res with max height of 180 pixels wide x 60 pixels high with transparent background):

(Please list file name of image supplied via email or URL to download)

### Social Media Info

Company Facebook Page\*: \_\_\_\_\_

(Note: Due to Facebook advertising policies, advertiser must supply an active Facebook business page to be used with the posts.)

Company LinkedIn Page: \_\_\_\_\_

Company Twitter Page: \_\_\_\_\_

### Web Ads

- Please check that each website ad file is at or below the maximum file size listed (200k for most ad sizes except the 320x50 mobile banner, which has a max. file size of 50 KB)
- Ads with any white or pale edges (partial or full) must include a 1-pixel grey border around those areas of the perimeters of the ads.
- Please include one click-through URL maximum per ad
- Ad Sizes:
  1. **728x90 leaderboard\*\*** (also requires ad size #2, the 320x50 mobile banner): 200 KB max file size + **320x50\*\* mobile banner**: 50 KB max file size. Optional upgrade size **970x90**, 200 KB max file size.
  2. **160x600 skyscraper\*\*** (also requires ad size #4, the medium rectangle): 200 KB max file size. Optional upgrade size **300x600**, 200 KB max file size.
  3. **300x250 medium rectangle\*\***: 200 KB max file size

\*\*These sizes are required for all campaigns. Advertiser may choose to upgrade their ad sizes but for specific positions and mobile rendering must still supply the required sizes.

(Please list file name(s) of ad images supplied via email or URL to download)