Website

Sticky Super Leaderboard

Anchors to the bottom of the web page view – always above the fold and scrolls with the website visitor. The visitor can choose to close the ad unit. The ad unit measures 970x90 pixels. or mobile device optimization also provide a 728x90 and 300x50.

DELIVERABLES

• **File Formats:** GIF or JPEG

**Please note: If a flash file is being provided, please create in AS2, use Flash 10.1 or lower, and make sure the below action script coding is inserted in the file and the URL is NOT hard coded/embedded in the file. Publisher will put the URL on the order. In addition please provide a backup gif/jpg file.

• **Animation:** Yes. If the ad is animated, it should continuously loop

• **File Size:** The file size must be 200KB or less

Material Deadline: 5 business days prior to launch

Native Advertising

This unique native advertising opportunity offers premium exposure of your sponsored content to Chief Marketer's website visitors with placement in high profile, key locations. With Native Advertising, your content appears in the primary site navigation, as well as embedded and labeled as partner content alongside our editorial and within search results.

Native Advertising Specs:

• The title of each content piece
• Content with short summary and long summary
• The assets or video for download
• Company description
• Company URL and logo (vector file or high-def file)
• Categories the content should be tagged to
• Keywords for search (up to 5)

Epromotions

DELIVERABLES

Formats currently accepted: GIF, Animated GIF, JPEG, HTML

Dimension: 650 pixels width max; File Size: 50K limit

HTML DESIGN REQUIREMENTS

• Use HTML software such as Dreamweaver, MS FrontPage or Adobe GoLive to create the HTML. Do not use MS Word, MS Publisher, or other graphics/desktop publishing software.
• Do not use Cascading Style Sheets (CSS), JavaScript, Submission Forms, Layers, or Rich Media (i.e. flash movies, animation)
• Use basic HTML tags for the coding.
• Do not use comments in the HTML code of your email as they can potentially flag spam triggers.
• Provide a hyperlink to a related website or an email address that the recipient can contact.
• Minimize use of graphics/images in the design to avoid potential issues.

HTML DESIGN RECOMMENDATIONS

• Use fonts that are universal on the Internet
• Minimize the number of fonts/sizes/colors used in the design for easy flow and professional look.
• Avoid using white (#FFFFFF) text.
• Use ALT tags in the HTML code for each image used in the HTML design.
• Minimize graphics and images to logos, photos of products, or situational photos that support the message visually.
• Keep the length of the email short, concise, and about one page max in length.
• Use bullet points to identify key points in the message.
• Clearly identify the "call to action."
• Consider using a "preheader," that greets the user, has a short summary and call to action. This is good for mobile users and preview pane.
• Make the hyperlink prominently displayed to measure results by click-throughs.

Material Deadline: Minimum of 5 business days prior to deployment. Missing Items will delay deployment. Epromotion dates are scheduled far in advance. If the deployment date is missed due to materials, you will incur media charges.

Additional Production Charges if required: Up to $175 could apply if HTML needs refinement.

CONTACT: If you have questions, or need help, please contact:
Online Client Services Coordinator, Chief Marketer:
Chris Intili • (301) 354-1437 • cintili@accessintel.com

Enewsletter Sponsorships

Chief Marketer Weekly Newsletter

Option #1: LOGO, Text Insertion, and 600x250 Banner Ad
Materials Needed:
• Logo under 250px in width (file formats accepted: .png only)
  • Logo must have transparent background or background must be set to color #ffffff
• Text Headline (Max 80 Characters)
• Text Body Copy (Max 400 Characters)
• 600x250 Image (file formats accepted: .png, .gif, .jpg only) (Max file size: 12kB)

Option #2: LOGO and Text Insertion
Materials Needed:
• Logo under 250px in width (file formats accepted: .png only)
  • Logo must have transparent background or background must be set to color #ffffff
• Text Headline (Max 80 Characters)
• Text Body Copy (Max 400 Characters)

Special Reports & Custom Content

SPONSOR DELIVERABLES
• **Logo Format:** GIF static or JPEG
• **Referring URL**
• **Email addresses for seed list, content sponsorship email and for lead delivery**

As part of your sponsorship you also receive an introstitial on the Chief Marketer website.

Material Deadline: 5 business days prior to launch

Featured Partner Content Newsletter

Featured Partner Specs:
• 100x100 graphic with max file size of 35kb
• 35 words of copy
• Subject line
• Landing page with URL

CONTACT: If you have questions, or need help, please contact:
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Marketing Resource Directory

Print Listing Specifications

OPTION 1:
YOU CREATE YOUR CUSTOM LISTING

We place your logo in this space. Please send as a CMYK eps file

YOUR COMPANY
YOUR STREET ADDRESS
CITY, STATE, ZIP
YOUR WEBSITE HERE
CONTACT PERSON
CONTACT EMAIL ADDRESS
CONTACT TELEPHONE NUMBER
@ YOUR TWITTER HANDLE
YOUR FACEBOOK ACCOUNT
YOUR LINKED IN ACCOUNT

Your creative here.

Size: 7"x8" without bleed.
Can include images and text.

ASSETS REQUIRED:

1. CMYK eps of your company logo - we will place above

2. Your company contact information which we will place for you abobe. Social Media is not required, but an option if you choose.

3. A 266 to 300 dpi or jpg of your creative for this section

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OPTION 2:
WE CREATE YOUR CUSTOM LISTING FOR YOU

We place your logo in this space. Please send as a CMYK eps file

YOUR COMPANY
YOUR STREET ADDRESS
CITY, STATE, ZIP
YOUR WEBSITE HERE
CONTACT PERSON
CONTACT EMAIL ADDRESS
CONTACT TELEPHONE NUMBER
@ YOUR TWITTER HANDLE
YOUR FACEBOOK ACCOUNT
YOUR LINKED IN ACCOUNT

Send us your hi-res cmyk images and text to include, and we'll be happy to create this section for you.

ASSETS REQUIRED:

1. CMYK eps of your company logo - we will place above

2. Your company contact information which we will place for you abobe. Social Media is not required, but an option if you choose.

3. High resolution images - preferable 300 dpi cmyk jpg files.

4. Word document that includes the text you'd like in your listing.

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