

CUSTOM SURVEY SPONSORSHIP SUBMISSION FORM

SURVEY INTRO:

THE SURVEY SPONSORSHIP IS A LEAD-GENERATION AND BRAND-AWARENESS CAMPAIGN, AND AN EFFECTIVE TOOL TO INCREASE EXPOSURE FOR YOUR OWN SOURCING.

This powerful strategy:

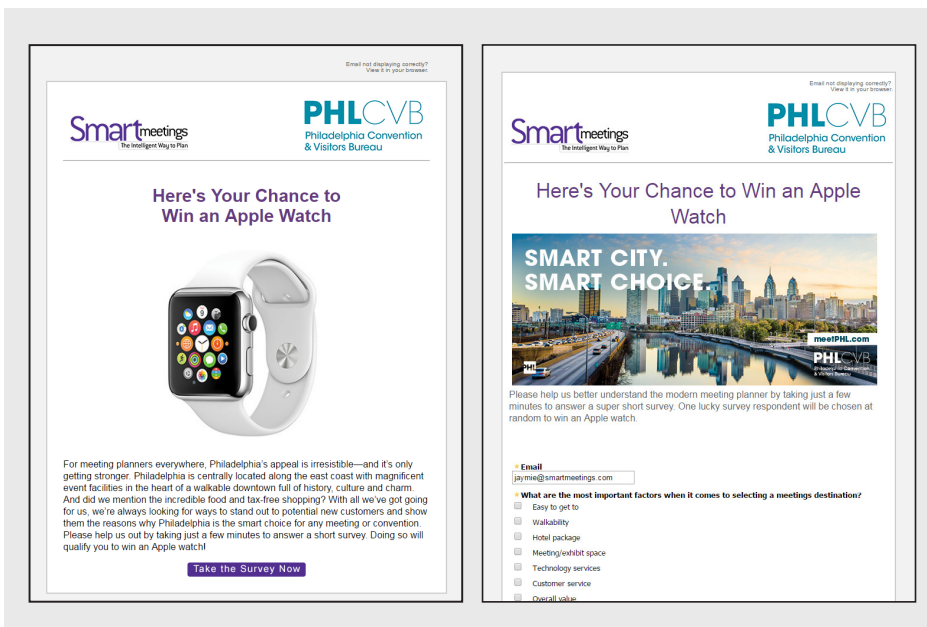
- Generates leads
- Strengthens brand authority
- Establishes a powerful brand story
- Helps you identify and understand your customer base before reaching out with a marketing message

WHEN EXECUTING A SURVEY SPONSORSHIP, IT IS CRITICAL TO:

- Align your brand story with a purpose
- Establish your brand's values and message
- Include easy-to-understand questions and terms for the customer

All creatives are due **three weeks prior to the scheduled run date.**

Please submit creatives or inquiries to: webads@smartmeetings.com



SURVEY SPONSORSHIP REQUIREMENTS:

- **Logo:** provide .jpg and .eps file format
- **Provide Click URL**
- **Provide 6 questions**
- **Provide Catchline/Headline:** 45 – 60 characters
- **Submit Incentive Image:**
 - Image Dimension: (620 w x 350 h pixels)
 - Media Type: JPEG, GIF
- **Submit Hero Image:**
 - Image Dimension: (620 w x 275 h pixels)
 - Media Type: JPEG, GIF
- **eBlast/Survey Copy Description**
- **Incentive Offer/Copy**
- **Property Profile**
- **Social Media:** Please provide the links to your LinkedIn & Facebook pages, as well as your Twitter handle.

Terms and Conditions: Unless otherwise specified, all creative assets are due to Smart Meetings three weeks before the run start date. Please see Insertion Order for details.

CUSTOM SURVEY SPONSORSHIP SUBMISSION FORM

Please complete this form and send all the required information to the following e-mail address: webads@smartmeetings.com

1. Subject Line *50-55 Characters*

2. Catchline/Headline *45-60 Characters*

3. Survey Copy & Incentive Description:

eBlast/Survey Copy Description: <i>150-200 Words</i>	
Incentive Offer/Copy: <i>150-200 Words</i>	
Property Description: <i>150-200 Words</i>	

4. Logo and Photos: Provide the following IMAGES in esp or jpg format up to 100kb file size for each image.

Logo: {EPS} Click URL:	<input type="text"/>
Logo: {JEPG} Click URL:	<input type="text"/>
Photo 1 <i>Hero Image</i> (620w x 330 h pixels) Media Type: JPG Click URL:	<input type="text"/>
Photo 2 <i>Incentive Image</i> (620 x 258 h pixels) Media Type: JPG Click URL:	<input type="text"/>

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5. Provide 6 questions and answers: Answerable by multiple choice, dropdown select, or radio buttons. Please avoid open-ended questions.

1.	2.
3.	4.
5.	6.

6. Social Media: Please provide the links to your Facebook pages, as well as your Twitter handle.

Facebook:	
Twitter:	

7. Seed List & Targets

1) Contact Person/s to Send Proof for Approval:

2) Additional Seed List: *list out email addresses*

3) Provide Target List by Priority **:

**** For advertisers who booked a TARGETED EBLAST:** the number of opt-in subscribers to be sent is limited based on the advertiser's campaign, either up to **10,000 send** or up to **5,000 send**.

[Please refer to our BPA statement to get an estimate of the number of opt-in subscribers.](#)

You are able to select targets based on:

- a) **Geography**
- b) **Industry**
- c) **Combination of Geography and Industry**

(list up to 10-15 states/industries by priority)