BetterWork
Media Group

SPEC SHEETS

RESEARCH AND CUSTOM CONTENT

WHITEPAPER

INFOGRAPHIC
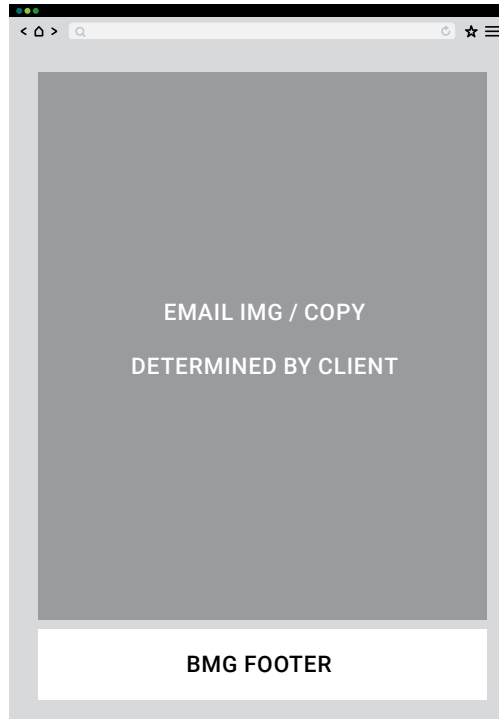
MATERIALS NEEDED

- Topic & Subject Matter Expert (If available)
- 1 company logo (EPS or AI File),
  size 250px wide
- 1 company boilerplate, 100-word maximum
- Brand Guidelines (If applicable)

BetterWork Media Group

SPONSORED E-BLASTS

EMAIL IMG / COPY

DETERMINED BY CLIENT

BMG FOOTER
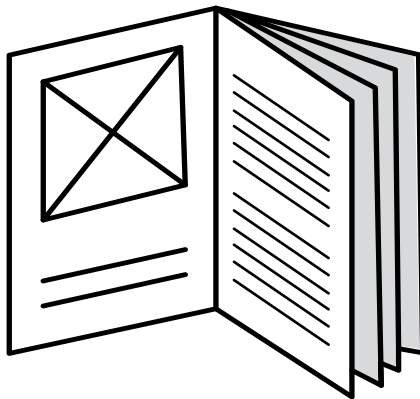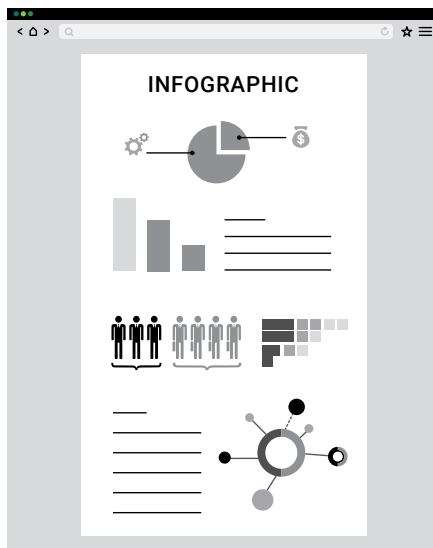
MATERIALS NEEDED

• Valid HTML and CSS file, subject line and test list.

• If submitting a suppression list, please note that we will only accept one file to suppress.

• If using tracking URLs, please use shortened URLS in your html file, such as double-click or bitly links.
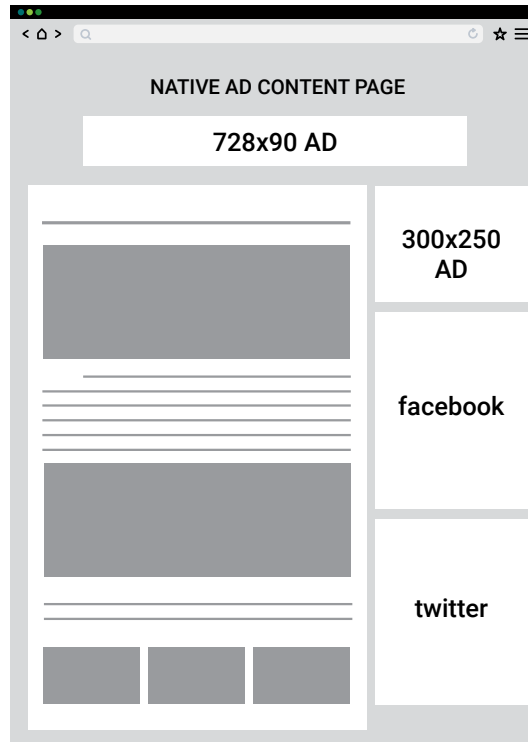
MATERIAL SUBMISSION
Email melanie@betterworkmedia.com

MATERIALS DUE
All materials must be delivered a minimum of two weeks prior to post date.

NATIVE ADVERTISING

MATERIALS NEEDED

• 3 Headlines (60 character max) 3 variations needed – these will rotate and optimize to use the best performing. These headlines will be used at the top of the landing page and also on the preview ads that drive to the landing page.

• Preview image – PNG, JPG 540x300px.

> Max file size: 1 MB 1024K max
> Please do not include any text on this image.

• Preview ad copy – 200 characters.

• Call to Action URL – this url will link back to your website, or wherever desired.

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NEWSLETTERS ADS

728x90 AD

NEWSLETTER TITLE
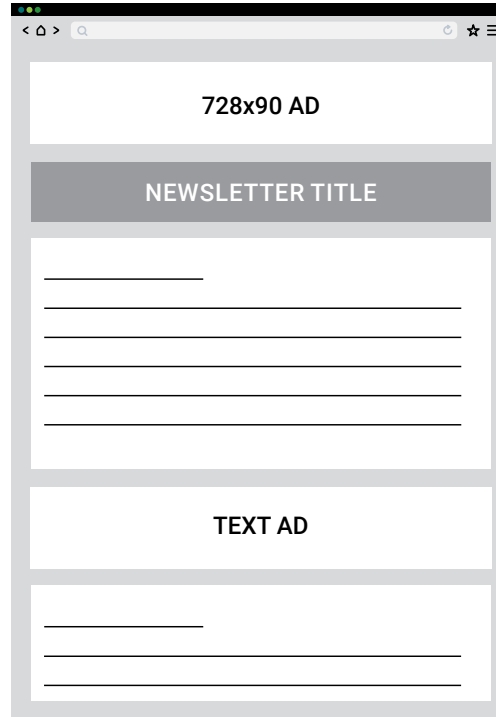
TEXT AD

MATERIALS NEEDED

• Top Leader: 728 X 90px + URL

• Text Ad: Headline (10 words max), Body copy
  (65 words), URL

*If adding tracking to URLs, please
 provide shortened URLS, such as double-
 click or bitly links.

**Please do not use bullet points
  in the text ad

FILE FORMAT
GIF or JPEG format less than 32KB.

Please note:
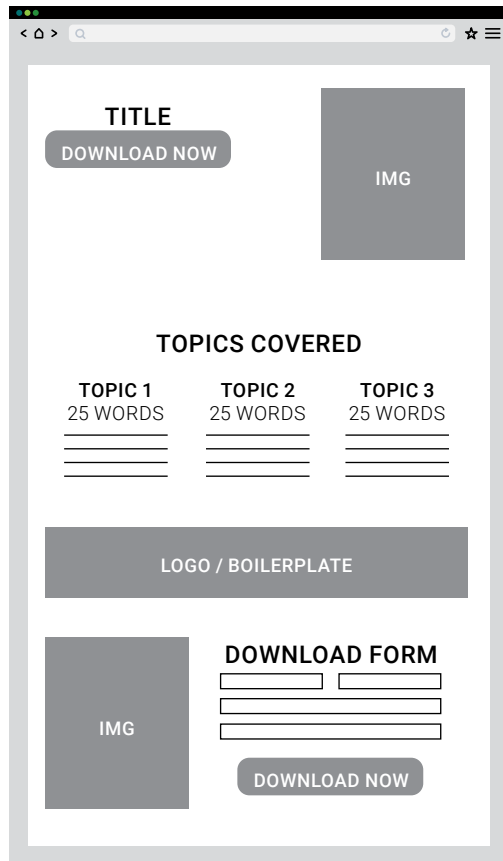Flash (.SWF) formats are not accepted.

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PAY-PER-LEAD OPPORTUNITIES

TITLE	
DOWNLOAD NOW	IMG
TOPICS COVERED	
TOPIC 1 / 25 WORDS	TOPIC 2 / 25 WORDS	TOPIC 3 / 25 WORDS
LOGO / BOILERPLATE	
IMG	**DOWNLOAD FORM**
	DOWNLOAD NOW

MATERIALS NEEDED

• 1 PDF or MP4 file.

• 1 title for PDF for MP4 file.

• 1 thumbnail, size 385x514px, for PDF or MP4 file.

• 1 company logo, size 250px wide.

• 1 company boilerplate, 100-word maximum.

• 3 topics covered in PDF or MP4 file.
  (25-word minimum for each).

ASSETS CAN INCLUDE

• White Papers

• Case Studies

• Webinars

• Product Demos

• Videos/Podcasts

• Infographics

• E-books

• We can post up to 3 assets at a
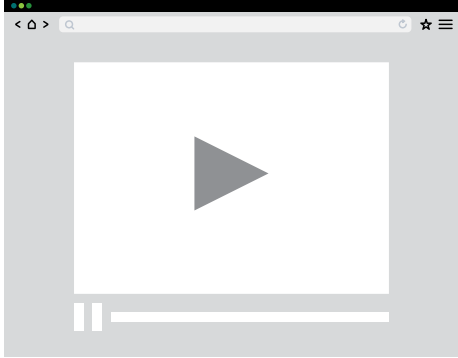 time in the campaign.

MATERIAL SUBMISSION
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MATERIALS DUE
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of 2 weeks prior to post date.

SPONSORED WEBINAR

MATERIALS NEEDED

• 1 webinar description in a word doc.

• 3 learning objectives in a word doc.

• 1 company logo .png file.

• 1 powerpoint slide deck.

• Speaker bios, photos, names, and titles.

ASSETS WE PROVIDE

• Full lead report 24 hours after broadcast

• Mp4 recording file 24 hours after broadcast

• On-demand hosting for 90 days after event

• On-demand reporting up to 90 days
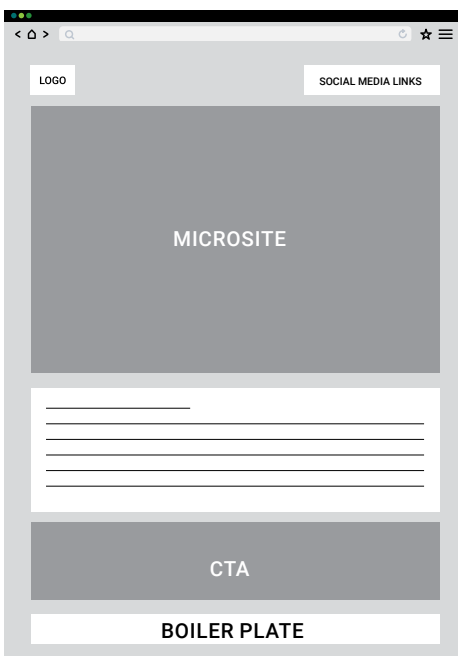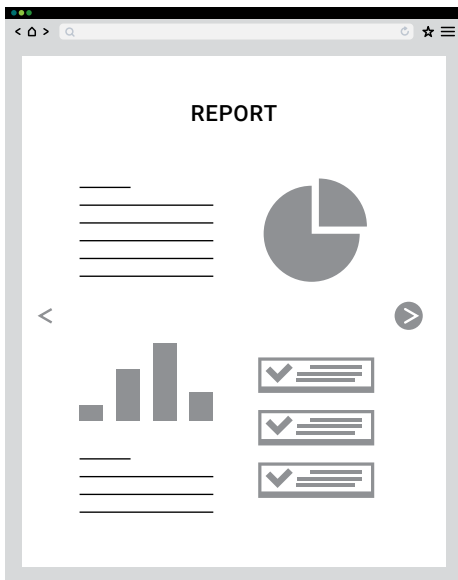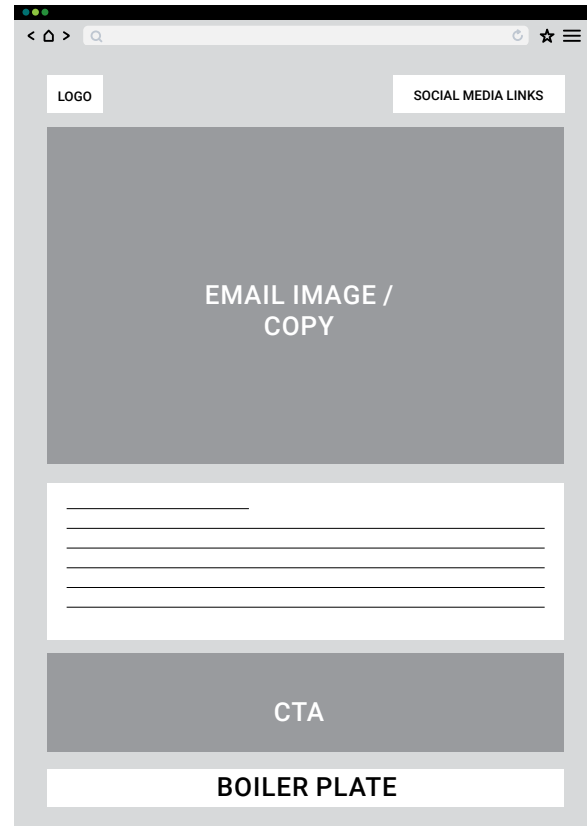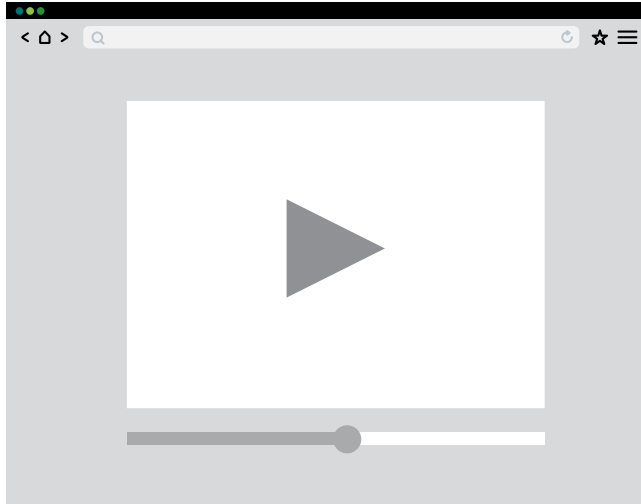
SPOTLIGHT WEBINAR
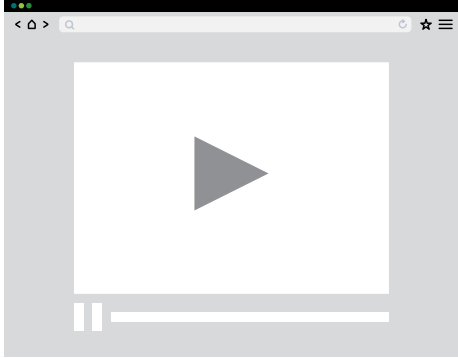
MATERIALS NEEDED

• 1 company logo .png file.

• Can provide up to 4 PDF assets
  for audience download.

ASSETS WE PROVIDE

• Full lead report 24 hours after broadcast

• Mp4 recording file 24 hours after broadcast

• On-demand hosting for 90 days after event

• On-demand reporting up to 90 days

REPORT

LOGO   SOCIAL MEDIA LINKS

MICROSITE

CTA

BOILER PLATE
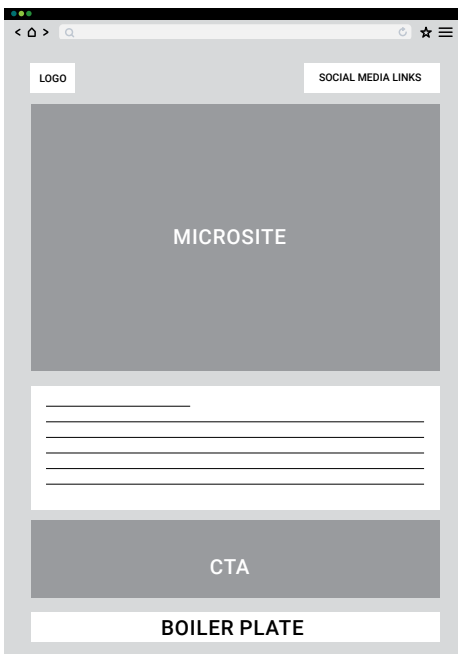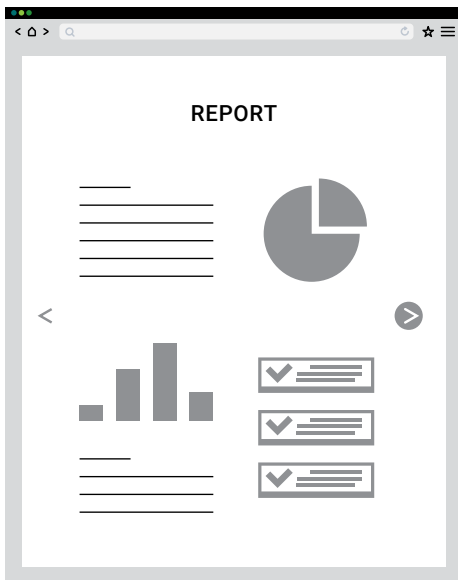
LIVE STREAM VIDEOS

MATERIALS NEEDED

- HD recorded video from event
  (If filming yourself)

- Intro and outro slides for beginning and
  end of live stream (1920x1080p or 16:9
  aspect ratio)

- AV contacts for hotel or venue

- 10mbps ethernet cable for internet (If not
  already provided)

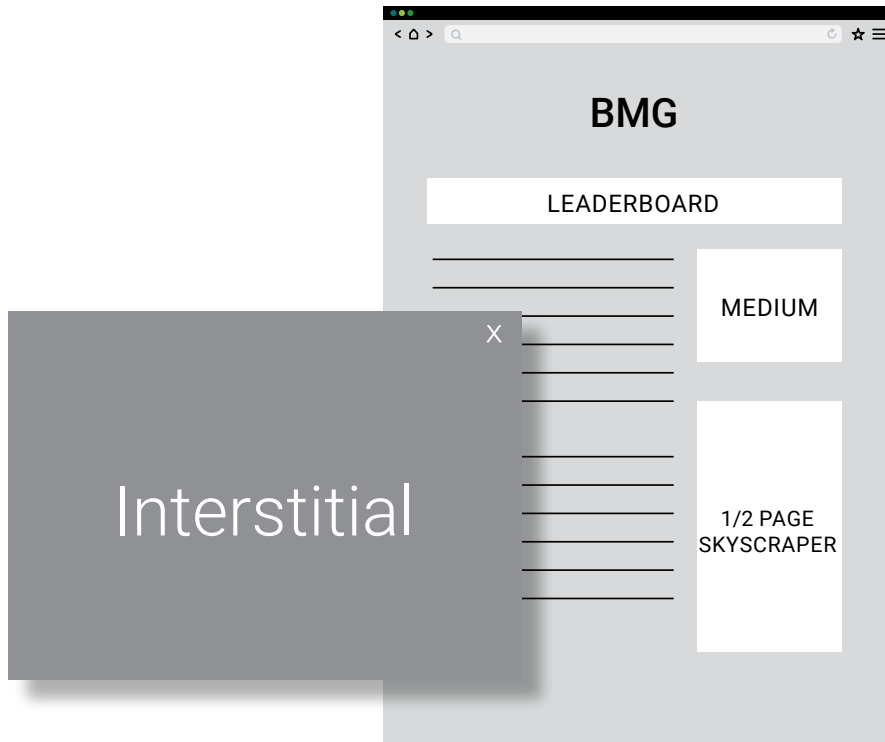- Itinerary and any additional notes for live
  stream

MATERIAL SUBMISSION
Email melanie@betterworkmedia.com

MATERIALS DUE
All materials must be delivered
a minimum of 8 weeks prior
to live stream date.

WEBSITE DISPLAY ADS

BMG

LEADERBOARD

MEDIUM

1/2 PAGE
SKYSCRAPER

X

Interstitial

MATERIAL SPECIFICATIONS

• Half-page Skyscraper: 300x600

• Medium Rectangle: 300x250

• Leaderboard: 728x90

• Roadblock: Consists of the following sizes:
  300x600 or 300x250 or 728x90

• Interstitial: 800x450 (pop-up banner)

FILE FORMAT
GIF or JPEG format, less than 32KB
Link (Sponsor-provided) URL

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