2022 Digital Ad Specs
Lead Generation Program

FINANCIAL ADVISOR

FA's General Policy includes:

• All assets are due (7) business days prior to launch

• All content subject to approval by *FA*

• All traffic drivers must click-through to the landing page on *FA*'s website. URL provided by FA.

• We do not allow any contact information on the landing page or promotional items which would defeat the purpose of the program

FA Creates:

• Landing page with submission form

• Listing on the *FA* Whitepapers page and in the Whitepaper Alert e-blast (if the asset is a whitepaper)

CONTENT / PLACEMENT	REQUIRED	DESCRIPTION	FILE SIZE & TYPE	GUIDELINES
Landing Page and Whitepaper Listing	**Asset being offered**	Generally is a whitepaper	PDF	
	Title of asset		N/A	Suggested length is 8 words
	Intro text	Description of asset.	N/A	Suggested length is 50 words Maximum 100 words
	Sponsor logo		Vector EPS is preferred, Minimum 200 pixels wide PNG, JPEG	
	Landing page images	A simple description and thumbnail of the whitepaper	600x400 (left) 378x400 (right) Stacked in mobile previews	600x400 area generally contains the title, a brief blurb and imagery 378x400 area generally contains a thumbnail of the whitepaper or logo Example page
Landing Page Form Questions	**Standard form questions supplied by *FA***	First Name, Last Name, E-mail, Firm Name, Advisor Type, Job Title, State, Assets Under Management and Phone	N/A	Additional questions may be added. ONE question/field may be used to qualify the leads. Additional cost will apply.
Promotional e-blast	**HTML File**	Rendering of email to be distributed	Not to exceed 600 pixels across content area. File size should not exceed 60k 150k character limit	Images to be hosted by client *FA* will not convert Word or text files or alter HTML code. All 3rd party tracking must be implemented by client prior to sending to *FA*
	Subject lines (2 unique)	Headlines for sends	N/A	Suggested length is fewer than 9 words
	Test list	E-mail address(es) for approval process	N/A	
Promotional Banners	Continued on page 2			

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PROMOTIONAL BANNER UNITS	DIMENSIONS	FILE TYPE	GUIDELINES
Button Box	120x120	Animated GIF Or static PNG, JPEG	Animated GIF is 2 frames, 3 seconds, loop forever
Leaderboard	728x90	PNG, JPEG	Static banners are strongly recommended
Skyscraper	160x600	PNG, JPEG	Static banners are strongly recommended
Half Page	300x600	PNG, JPEG	Static banners are strongly recommended
Interstitial	640x480	PNG, JPEG	Static banners are strongly recommended
Mobile	300x250	PNG, JPEG	Static banners are strongly recommended
Landing Page Images (No CTA Button)	600x400 (left) 378x400 (right) Stacked in mobile previews	PNG, JPEG	600x400 area generally contains the title, a brief blurb and imagery 378x400 area generally contains a thumbnail of the whitepaper or logo Example page

Need more? Contact info@fa-mag.com
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