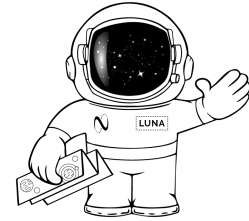




Campaign Materials Submission



Logo Specifications: 235x85 pixels in a .gif or .jpeg format

Cover Graphics Specifications: 1200 pixels wide x 1555 pixels long in a .gif or .jpeg format

Splash Pages Description

The splash page is where registrants 'land' after clicking on your offer. This page provides more information for a user to make the decision to continue with a registration for the content.

This critical area should provide clean, crisp information on what your content delivers, to further engage interest.

Splash Page Tips:

Based on the registrants you would like to target, it is best to include that targeted information (keywords) within the title, tagline and abstract of each of your offers. (i.e. job function titles, specific industries and company size)

Title: 60 characters in length

Position your "catch title" to elicit immediate attention and interest, and to provide a sense of the subject matter of your content, all within the space of just a few words.

Tagline: 90 characters in length

The Opening Promo Description (tagline) follows the Catch Title and presents a brief description of what the content provides; a promotional 'view' of your offer.

1. You want short text, as informative and compelling as possible.
2. Try and keep to approx 25 words, as the view area is limited.

Abstract: 45-65 word intro, 3 bullets and a short closing text

1. **Keep your abstract descriptions short with compelling information.**
2. **Provide high level details that will resonate and create interest for the registrant** *Remember*, reader's attention spans are limited: make it easy to read, to capture and retain interest. Provide the 'right information' to influence interest in your content.
3. **Short Intro text and bullets offer higher performance**
 - a. Intro text approx. 45 to 65 words
 - b. 3 to 6 bullets
 - c. Use short closing text under your descriptive bullets

Examples

Example 1: Higher Performing Splash Page with Title/Tagline/Abstract

"Fishing for Leads with White Papers: Where to Drop Your White Paper Line"

Discover some effective ways to leverage your white papers to generate qualified leads.

In this white paper, you will gain valuable information on marketing with white papers, and learn essentials to leverage this powerful lead generation tool and acquire targeted and qualified leads. Fishing for Leads with White Papers offers practical insight as well as addresses

1. Key challenges
2. Contextual marketing and Pay-for-performance models
3. What to look for in a white paper marketing vendor.

You will gain valuable insight to help create successful white paper campaigns for your marketing programs. Don't miss this award winning paper!

Example 2: Lower Performing Splash Page Format with Title/Tagline/Abstract

Notes: *While the information in lengthy text may be informative, a reader may not retain and read all of the information, and abandon the registration process. Too much text displayed in lengthier paragraphs can create lower results.*

"How to Market White Papers"

Step inside and discover some extreme vertical and effective formats that will assist you in leveraging your white papers to generate a higher quantity of super qualified leads.

This white paper will give you a variety of information that will teach you how to elicit the best results, and also will provide you information as to what could give you very dismal results. Technical and non technical challenges are presented throughout this document to give you many examples of what could work, and what could fail. Chapters 8, 9, and 10 specifically address challenges and how to overcome them.

Marketing with white papers is not 'push button' and easy to do. You will learn essentials to leverage this powerful lead generation tool and acquire targeted and qualified leads. Whether you are technical, non-technical, are interested in contextual marketing, or pay-per action models, you'll know what to look for after reviewing this handy guide. And a third-party author has provided his secrets to success, which have never been published before, so you want to take full advantage share this with your colleagues.

Remember - This white paper will give you a variety of information that will teach you how to elicit the best results, and also will provide you information as to what could give you very dismal results. Technical and non technical challenges are presented throughout this document to give you many examples of what could work, and what could fail. Chapters 8, 9, and 10 specifically address challenges and how to overcome them.
