F A FINANCIAL ADVISOR

FA Lead Generation Program

(All digital materials are due 5 business days prior to launch)

Landing Page
Asset being offered (ie. whitepaper)
Asset (ie. PDF of whitepaper)
Title of asset
Introduction text - (description of asset, also used in the whitepaper listing) 200 Word Maximum
Form page image (600x400)
Client logo (200x100)
Standard Form Questions:
Email:
First Name:
Last Name:
Firm:
Address:
Phone:
City:
State:
Zip:
Additional questions may be added.
ONE question/field may be used to qualify the leads. Additional cost will apply.

*Lead Generation programs should be designed to maximize desire to fill out the form to gather a prospect's information.
The page should not contain too much information on the whitepaper (or other asset), using a simple description and thumbnail of the whitepaper is recommended. The use of info graphics is not allowed. We do not allow any contact information on the page which would defeat the purpose of the program.

Example: www.fa-mag.comhttp://www.fa-mag.com/lead-gen-sample-page

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Required for marketing of Lead Generation

FA E-NEWSLETTERS

300 x 600, 80k

File Format - GIF/Animated gif(Animated gifs may only display the first frame in some email clients, ie Outlook2007/2010/2013), JPEG (Requires URL Click-thru), Rich Media HTML - standard tags only (No iframe or javascript)
Note: DFP users should also supply a Click tracker, and an impression pixel, "jump" coding is not acceptable.
Animation(gif) - 3 loops maximum. (static banners recommended)

Online technical questions? Call Keith Huryk at 732.450.8866, ext. 20 or email keith@fa-mag.com

FA Lead Generation Program (continued)

E-DIRECTS/DEDICATED EMAILS
Specifications: HTML must be ready to send. HTML is not to exceed 600 pixels across the content area. All images and links must be present in the HTML (Financial Advisor magazine(FA) will not alter or insert images or links). All images are to be hosted by the client (FA will not host images for e-directs), FA cannot accept Word files converted to HTML. Mapping in the html code is not recommended. (Please take in account Microsoft Outlook 2007 and later limitations when building html files for email distribution. FA will not alter HTML code to render in Outlook 2007 and later.)

E-direct file size should not exceed 60k. There is a 150,000 character limit to custom HTML/XHTML emails. HTML and text files to be received 5 business days prior to flight date.

Styling - Direct element HTML styling is needed for elements that do not fall under the global style or inline styling that is different from controlled content. Any href's that have different styling than the global style will not hold inline styling. Styling for href's needs to be coded as standard HTML Font styling. Ie... <font color="#999999"><font style="strong"> etc
Subject line for Edirect
Who do you want the test sent to?

WEBSITE BANNERS **- Flash files are no longer accepted for banner placements**
728x90– Static-40k – HTML5 -100k polite | 300k full
300x250– Static-40k – HTML5 -100k polite | 300k full
160x600– Static-40k – HTML5 -100k polite | 300k full
120x60 - Static-20k
120x120 - Static-20k
640x480 - Static-80k – HTML5 -100k polite | 300k full

• File Format -GIF/Animated GIF, JPEG, Rich Media, or HTML code accepted (pending approval). URL address required for click-through.
• Rich Media(HTML) -must contain a placeholder in the ad code for the click tracking
• Text Link -Must be text characters accompanied by Click URL, Tags are not accepted
• Animation - 3 loops maximum.Max length 15 sec
• Video - Files must be .flv (flash), must contain ClickTags, Max length 30sec. no looping, polite load 100k, file size 1 mb max
• Alternative Text - May be up to 10 words.
• Hot Spot Restrictions - Hotspots are confined to the ad unit dimensions only and never past the edges of the unit itself.

Expanding Unit Specs **- Flash files are no longer accepted for banner placements**
728x90 Max: 728x180 –open down -file size max. 100k
300x250 Max: 600x250 –open right–file size max. 100k
160x600 Max: 320x600 –open left–file size max. 100k, (Skyscraper 3 position-open right)
Must expand only on click or rollover, contain a close button, and auto-collapse after 15 sec

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