

2022 Digital Ad Specs

Research Papers

FA's General Policy includes:

- All assets are due (5) business days prior to launch
- All content subject to approval by FA
- Please refer to our Lead Generation program specs if you would like to gate the whitepaper with a submission form

CONTENT	UNITS	DIMENSIONS	FILE TYPE	GUIDELINES
Whitepapers	Sponsor Logo	160x60	Vector EPS is preferred, PNG or JPEG	Static File, 25KB
	PDF	Standard Letter 8.5"x11" or 2550x3300 pixels is preferred	PDF	N/A
	Title	Name of paper	N/A	Suggested length is 8 words
	Intro Text	Description of paper to garner interest, also appears on e-blast	N/A	Suggested length is 50 words Maximum 100 words
	Optional	3rd Party Tracking	N/A	Impression tracking pixel accepted
Market and Economic Outlook	Sponsor Logo	300x60	Vector EPS is preferred, PNG or JPEG	Static File, 25KB
	PDF	N/A	PDF	N/A
	Title	Name of paper	N/A	Suggested length is 8 words
	Author(s)	All authors will be listed	N/A	N/A
	Optional	3rd Party Tracking	N/A	Impression tracking pixel accepted