LANDING PAGE SPECS

LEAD GENERATION ASSETS:
- Please submit a URL directing to the asset or a PDF file to be shared with readers.
- Please keep the file size of any PDF assets under 3MB.

LANDING PAGE

- **Header Image/logo:**
  - Recommended Size: 970x250 or 728x90
  - File Type: GIF/JPEG/PNG
  - File Size: 250k maximum
- **Headline:** 50 characters
- **Main Column Text:** 500 characters
- **Side Image:**
  - Recommended Size: 300x250
  - File Type: GIF/JPEG/PNG
  - File Size: 150k maximum
- **Side Text (optional):** 250 characters

- **Form Fields:** Tailored to advertiser needs
  - Standard form includes first and last name, email address, job title and company.

THANK YOU PAGE

- **NOTE:** All readers who submit their information on the form page will be directed to a thank you page, where they may access the promoted content.

- **Thank You Page Text (optional):** Additional copy, including links to other resources or to an external web page, may be included. 500 characters max.

LANDING PAGE - FAQs

How will readers who submit my form access the requested content?
Upon submitting a form, readers will be directed to a thank you page on which they can access content through a file download or a link to an external webpage.

How will SmartBrief drive traffic to my landing page?
Traffic may be directed to a landing page via any SmartBrief ad campaign, including in-newsletter ad placements or dedicated email sponsorships.

Can I drive traffic to my landing page from other sources?
Yes, if you'd like to drive traffic to your SmartBrief landing page from other sources (other paid campaigns, social posts, promotional emails, etc.), your account manager will be able to provide a URL that will properly source leads. *Note: form fields will not auto-populate for landing page visitors referred from external (non- SmartBrief) sources.*

How long will my landing page remain active?
Landing pages will remain active indefinitely.

What form fields can be included on my landing page?
A typical SmartBrief landing page includes first and last name, email address, company name and job title. Additional custom fields may be included upon request.

Which form fields will auto-populate?
Standard form fields, including first and last name, email address, company name, job title and zipcode will auto-populate on SmartBrief landing pages, if they are included and if the subscriber has fully completed their reader profile.

How will I receive leads collected on my landing page?
Lead reports will be delivered on any day or interval requested, via email, as an excel or CSV file.

Can leads be delivered in real-time to my CRM platform?
Yes, SmartBrief is able to deliver lead information in real-time via a one-way HTTP POST, which is supported by most CRM platforms. Connect with your account manager for more details and instructions.