

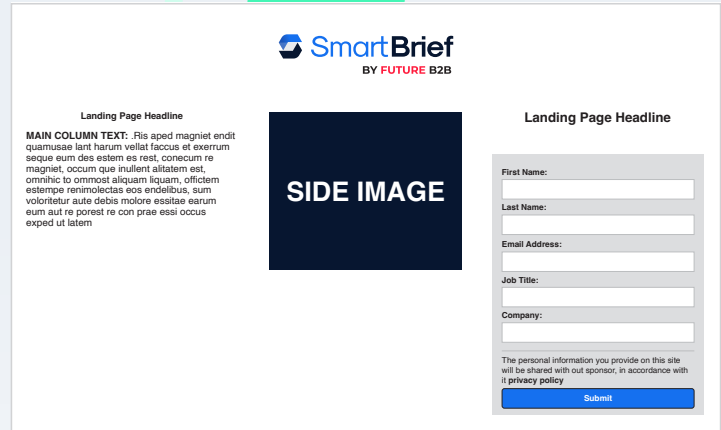
# SmartBrief Content Syndication Specs

## Lead Generation Assets:

- Please submit a PDF or mp4 file, sized 3mb or less

### Landing Page Materials Needed:

- **Image:**
  - 300x250 gif/jpg/png, file size: 250k maximum
- **Headline:**
  - 50 characters
- **Main Text:**
  - 300-500 characters
  - 3-5 bulleted "Key Takeaways" from the asset
  - Registration Form Fields will be pulled from the contract's Schedule 1
- **Deadline:**
  - Materials are due 4 business days before the desired launch date



The image shows a landing page template for SmartBrief. At the top is the SmartBrief logo with the tagline "BY FUTURE B2B". Below the logo is a "Landing Page Headline" section. To the left of the headline is a "MAIN COLUMN TEXT" area with placeholder text. To the right of the headline is a "SIDE IMAGE" placeholder. Below the headline and side image is a registration form with fields for First Name, Last Name, Email Address, Job Title, and Company. At the bottom of the form is a "Submit" button. A privacy policy notice is located at the very bottom of the form area.

### Landing Page Materials Needed:

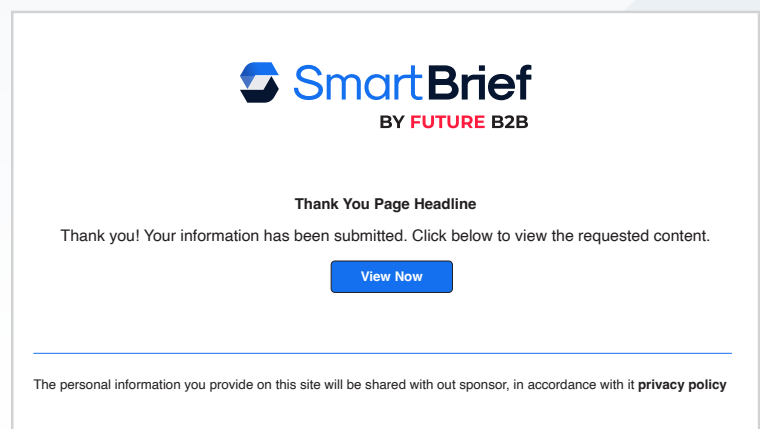
- First lead delivery will occur 8-10 business days after launch
- Leads will be delivered on a weekly cadence, or as desired by the client
- Leads will be delivered via password-protected google docs, csv docs, or via Convertr directly to your CRM ([see Integration Requirements](#))

### 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.



The image shows a thank you page template for SmartBrief. At the top is the SmartBrief logo with the tagline "BY FUTURE B2B". Below the logo is a "Thank You Page Headline" section. Below the headline is a message: "Thank you! Your information has been submitted. Click below to view the requested content." Below the message is a "View Now" button. At the bottom of the page is a privacy policy notice.