

2023 Digital Ad Specs

Lead Generation Program

Financial Advisor magazine's General Policy includes:

- All assets are due (2) weeks prior to launch date for *Financial Advisor* to create promotional package
- All content is subject to approval by *Financial Advisor*
- All assets within the promotional package are submitted for approval prior to launch
- All traffic drivers are limited to clicking through to the landing page with submission form on the *Financial Advisor* website
- 3rd Party Tags or Tracking Pixels are not accepted
- Contact information or promotional items that would counteract the program are not permitted

PACKAGE COMPONENT	REQUIRED	DESCRIPTION	FILE SIZE & TYPE	GUIDELINES
Landing Page & Whitepaper Listing	Asset being offered	Whitepaper, guide, e-book or research paper	PDF	Topical and relevant content that is not showcased and/or gated on another online destination
	Title of asset	Full title	N/A	Suggested length is 8 words
	Intro text	Simple description of the asset being offered	N/A	Suggested length is 50 words Maximum 100 words
	Sponsor logo	High-res	Vector EPS is preferred, Minimum 200 pixels wide PNG, JPEG	NA
	Imagery	Hero image or branding associated with offer	600x400 (left) 378x400 (right) Stacked in mobile previews	600x400 area generally contains the title, a brief blurb and imagery 378x400 area generally contains a thumbnail of the whitepaper or logo. Example page here.
Landing Page Form Questions	Standard form questions supplied by <i>Financial Advisor</i>	First Name, Last Name, Personal E-mail, Firm Name, Advisor Type, Job Title, State, Assets Under Management, and Phone	N/A	Additional questions may be added. Limited to one question/field for use to qualify leads. Additional costs will apply.
Email Promotions	eBlast	Email promoting lead generation program	Dedicated eBlast to <i>Financial Advisor</i> audience	Appears at the discretion of <i>Financial Advisor</i> magazine
	Newsletters	Banner and/or text insert	Half Page Static 300x600 and/or text insert of 8 words or less	Appears at the discretion of <i>Financial Advisor</i> magazine
ROS Banners	Traffic Drivers	A full set of promotion banners is submitted for approval prior to the launch	728x90, 970x250, 300x600, 160x600, 300x250, 640x480	Appears at the discretion of <i>Financial Advisor</i> magazine

For help or more information, contact digitalops@fa-mag.com