Digital Marketing Campaign Requirements

**Campaign Details**
To get started, simply provide the basic idea and premise of the campaign: who, what, when, and audience size.

**Digital Marketing Types**
- **Cost Per Click**
  - Sponsored Scholarship Search Results (A)
  - Targeted Text Placements (A)
- **Lead Generation**
  - Targeted Interstitial Pages (B)
  - Targeted Co-Registration Pages (B)
- **Display Ads (C)**
  - Cost-Per-Click (CPC)
  - Cost-Per-1,000 Impressions (CPM)

**Digital Creative Specs**
- **Sponsored Text Link Ads - Small**
  10 Words Max / 55 Characters with Spaces
- **Sponsored Text Link Ads - Large**
  25 Words Max / 130 Characters with Spaces
- **Lead Generation Targeted Campaigns - Large**
  150 Words Max / 1000 Characters with Spaces / Logo 125x125 Pixels
- **Display Graphic Ad Unit - Leaderboard**
  728x90 Pixels
- **Display Graphic Ad Unit - Medium Rectangle**
  300x250 Pixels
- **Email Newsletters**
- **Text Ads Embedded in Weekly Scholarships.com Newsletters**