

## 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

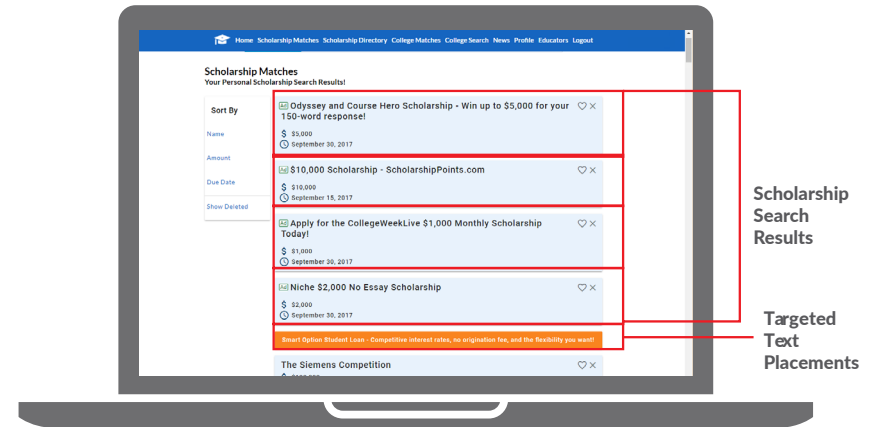
#### Display Graphic Ad Unit - Medium Rectangle

300x250 Pixels

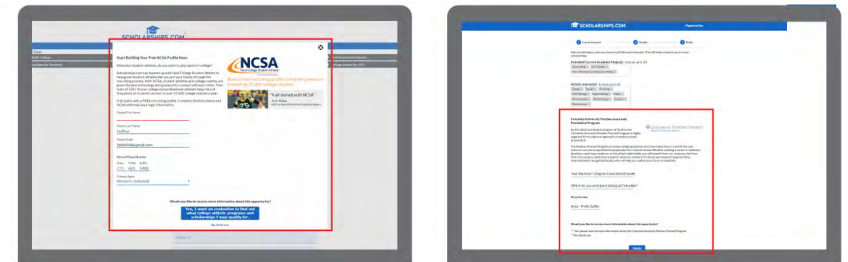
#### Email Newsletters

Text Ads Embedded in Weekly Scholarships.com Newsletters

A



B



C

