

Product	Dimensions	Format Requirements	Deadlines & Notes
Newsletter Banner Ads	<p>Leaderboard: 728 x 90</p> <p>Square: 300 x 250</p> <p>Text Ad: 404 x 286 graphic plus heading and 400 characters of text</p>	<p>Accepted: JPG, PNG, or Absolute Image Path</p> <p>Animation: GIF only (no Flash)</p> <p>Suggested File Size: 250KB or less</p>	<p>Material Due: 5 days prior to deployment</p>
Co-Brand Email	<p>Subject: under 45 characters is optimal</p> <p>Suggested width: 600px maximum</p>	<p>Accepted:</p> <ul style="list-style-type: none"> • HTML only • No Word, PDF or text files <p>Images: Must be served/hosted by the client with URL provided</p> <p>Coding:</p> <ul style="list-style-type: none"> • HTML and inline CSS only • No style sheets, Javascript or PHP • No ESP-specific merge tags or IDs <p>Footer: Not available for customization.</p>	<p>Material Due: 5 days prior to deployment</p> <p>Testing: One test version will be sent to the client before mailing</p> <p>Edits Due: 24 hours before scheduled distribution</p> <p>Seed List: Provide any company mailing addresses to be included on the email send</p> <p>Opt-Out: Provide your suppression list if applicable</p> <p>Landing Page: Ensure your landing page form is set up to capture leads</p>
Magazine: Full-Page Ad	8.5" x 11"	<p>Accepted:</p> <ul style="list-style-type: none"> • PDF/X-1A with all fonts and images embedded (no native files) • CMYK or RGB ads are accepted <p>DPI: 300 and Line Screen: 133</p>	<p>Secure Space: 1 month prior to issue deployment*</p> <p>Material Due: By 15th of the month prior to issue deployment*</p> <p>*SUBJECT TO CHANGE.</p>

Magazine: Thought-Leadership / Contributed Content		
Contributed Content	Guidelines	Deadlines*
	<ul style="list-style-type: none"> All content must be approved by editors and meet editorial guidelines. Product or service-specific editorial will run marked as Sponsored. Submissions must be 600-800 words and be sent as a Word doc. Author name, suggested title, and bio must be submitted, along with a photo of each author. Photos should be color headshots sent as an attachment. Author's email, graphics, and callouts are optional. 	<p>Secure Space: 6 weeks prior to issue deployment.</p> <p>Material Due: 4 weeks prior to issue date.</p> <p>Note: Approved content will appear on digital channels and in the next available issue of the Magazine.</p>
Interviews	Guidelines	Deadlines*
	<ul style="list-style-type: none"> A 30-45 minute interview with your thought leader will be conducted based on pre-submitted questions or custom questions developed in partnership with our team of editors. We will transcribe, edit and write the piece for your review, edits, and approval. A final review will be conducted by our editors to ensure that the interview meets editorial guidelines. 	<p>Secure Space: We recommend securing your interview space as early as possible. Deadlines vary depending on interview specifics and the number of current interviews in progress.</p> <p>Note: Approved interviews will appear on digital channels and in the next available issue of the Magazine.</p>

*DEADLINES ARE SUBJECT TO CHANGE AND WILL BE CONFIRMED WITH THE CLIENT UPON BOOKING.

Webinar

Deadlines

- Please reserve your webinar event date based on your ability to have registration assets available 6 weeks prior to the Live event date to maximize promotion opportunities.
- Once your webinar is booked, you will receive the deadlines necessary for promotion, webinar development, production, and the live event.

Registration Assets Required

Provide Today's General Counsel with the following information to allow us to set up the registration page and begin promoting the event:

- Event Title
- Webinar Description Summary
- Speaker (s) Name, Title, Company, Bio, Headshot and Email
- Client Logo

Examples of registration pages can be found on our [website](#).

Please confirm if you will be seeking CLE accreditation, so this can be noted on the registration page.