

WHITE PAPER PROMOTION 2020

DELIVERABLES INCLUDE:

- **600x75 E-newsletter Banner in CBE Week:**
 - › Publishing includes one (1) - CBE Week e-newsletter insertion, 1-Tues/Wed. or Thu/Fri.
 - › Positioning TBD however guaranteed to appear in one of the top four (4) 600x75 e-newsletter banner ad positions (position may differ Tue. to Wed. or Thu. to Fri.)
 - › Contextual Link
 - Promotes and links to Marketer's White Paper
 - Includes 20-25 words of copy maximum and URL/link
 - Contextual link appears under the marketer's chosen editorial well (based on availability)
 - Contextual link appears for 15 days
- **Publishing on the CBE Website White Paper page**
 - › Company logo (120x60)
 - › Copy – Headline (60 characters max) and brief description (125 words max)
 - › White Paper Name with PDF download link appears under the description
 - › White paper is archived on the CBE White Paper page for one full year

CREATIVE MATERIALS REQUIRED:

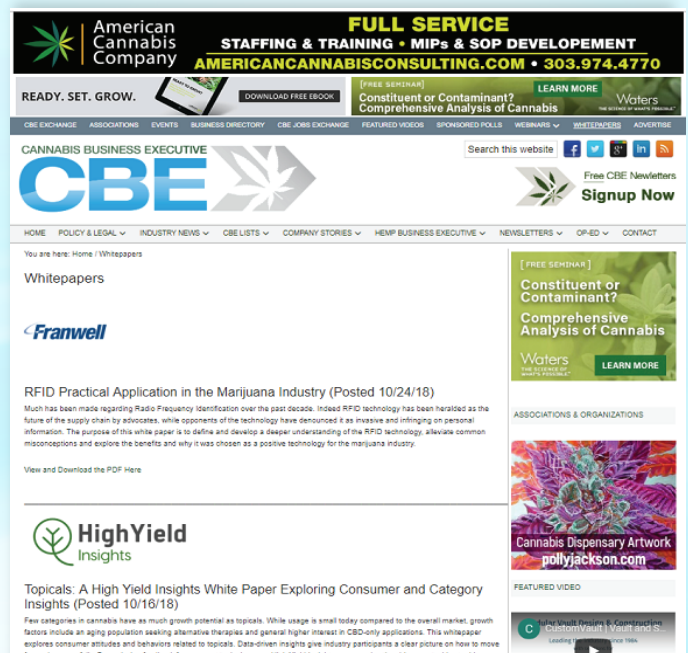
Logo - 120x60 | .jpg/.png | max size 300kb

600x75 E-NL banner & URL | .jpg/.png | max size 300kb

White Paper PDF with headline up to 75 characters max

Brief Description (for White paper page) –125 words max

Contextual link - 20-26 words of copy and linking URL



Materials due two (2) calendar weeks prior to committed publishing date(s), submit to colleenh@cbepress.com

2020 CBE WHITE PAPER POST NET PROGRAM COST:

\$560