

# Product Guidelines

## Sponsored Infographic



### What will the client do?

- Client will discuss and confirm the infographic content, target audience, and objectives with their Mediaplanet contact.
- Client will submit sponsor's logo: vector file preferred, but a high-resolution JPG (a minimum resolution of 300dpi) is also acceptable.
- Client will submit relevant information: statistics, facts, figures, charts, percentages, and other sets of data. At a minimum, 20 data sets are required for Mediaplanet's editorial team to find and build a cohesive story arc.

**Submission of materials:** Email logo, data, and other relevant materials to your Mediaplanet contact.

### What will Mediaplanet do?

- Mediaplanet will produce the sponsored infographic using the objectives discussed with the client and any approved source materials.
- Mediaplanet will send the infographic to client to fact-check and review for accuracy. (**Note:** Art direction, editorial standards, style, and tone will remain under the control of Mediaplanet's creative and editorial teams.)
- Mediaplanet will send a high resolution PDF of the final infographic to the client, who may share and distribute it with attribution and without alteration.

#### Specs:

- Half page: maximum of 1 brand mention; vertical layout in print; sponsor's logo appears at the top of the page in both print and online.
- Full page: maximum of 3 brand mentions; sponsor's logo appears at the top of the page in both print and online.
- Size of infographics online will be determined by the content, and is at the discretion of Mediaplanet's creative team.

### Who owns the content?

- Both the client and Mediaplanet will have rights to the final infographic and will be able to share and distribute the file as each party wishes. (**Note:** Neither the client nor a third party may alter the language or design of the final infographic.)
- If republished outside of its original form, Mediaplanet must be credited.

### What is the proofing process?

- Client will receive a draft of the infographic for review.
- Client may request one round of changes to the infographic. All additional changes after this will be charged at an extra cost.