

Product Guidelines

Sponsored Widget



What will the client do?

Supplementary Spotlight

- Client will discuss and confirm the widget content, target audience, and objectives with their Mediaplanet contact.
- Client may submit a high resolution headshot. *Optional*
- Client may submit one hyperlink with a 100-character call-to-action. *Optional*

Data Collection

- Client will discuss and confirm the widget content, target audience, and objectives with their Mediaplanet contact.
- Client will define the fields they want to obtain from the target audience.
- Client will provide a reward that will encourage users to submit their information. (**Example:** discount code, free PDF, free trial, etc.)

Poll

- Client will agree on up to five questions to ask the target-audience. (**Example:** multiple choice, text fields, and/or comment boxes.)
- Client may submit one hyperlink with a 100-character call-to-action. *Optional*

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

What will Mediaplanet do?

- Mediaplanet will create the widget with the information provided by the client and add creative elements as necessary.
- Mediaplanet will send a draft of the widget to the client for review.
- Once the campaign is completed, Mediaplanet will archive the widget and send its results to the client.

Adjustments

- If the widget is not performing as hoped, client may request one round of changes to the widget. All additional changes after this will be charged at an extra cost.