

Campaign Details

To get started, provide the general premise of the direct mail campaign, including: who, what, when, and audience size on a broker/client purchase order.

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

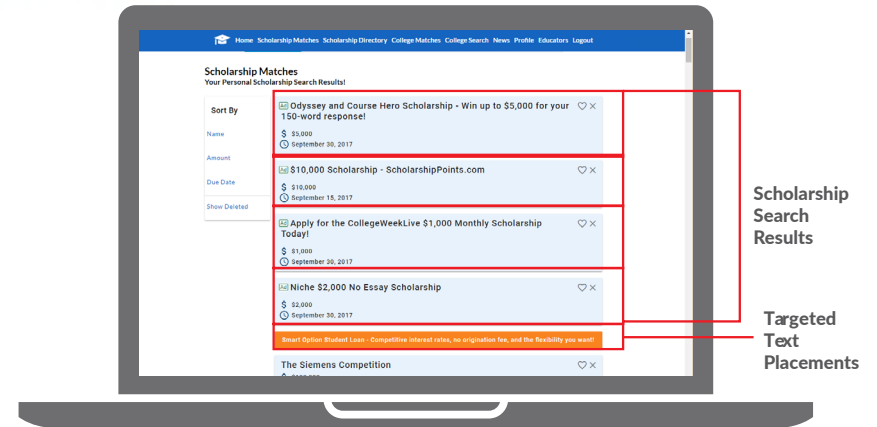
Display Graphic Ad Unit - Medium Rectangle

300x250 Pixels

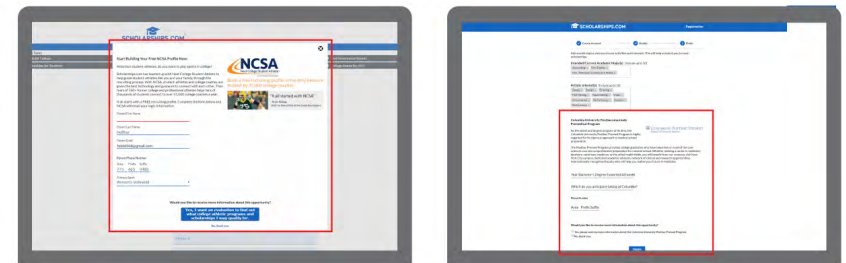
Email Newsletters

Text Ads Embedded in Weekly Scholarships.com Newsletter

A



B



C

