

## LEADS PROGRAM SPECIFICATIONS

### FORMATTED AD:

Formatted ad on the confirmation page (after a user selects to receive info from Explore Georgia), including a photo, headline, advertiser name and copy. Character counts include spaces.

**Headline** up to 30 characters including spaces

### Advertiser name

up to 20 characters including spaces

**Body copy** up to 250 characters including spaces

**Photo** 164 x 125 px  
No larger than 15MB

### Creative tips:

- Make sure to sell the user on your value proposition.
- Tell the user what they will get by checking your box.
  - Check the box to receive an immediate special offer.
  - Check the box to sign up for our monthly email where you'll be kept in the loop on current events and specials.
  - Check the box to receive our visitors guide.
- Do NOT include your website here, the call-to-action is to get them to check your box.



**THANK YOU EMAIL:** up to 400 characters including spaces

As soon as the user submits to receive information from you, they will receive an email that you have prewritten. This email can drive traffic to your site, may include an offer and should include more information about the experience that the user will have.

### Creative tips:

- This is your opportunity to move users down the funnel to really sell them on incorporating your business into their Georgia itinerary.
- Drive them to your website or include a special offer.

**URL:** not included in character count

### LEADS:

Leads are sent to the provided contact (below) weekly. Please provide contact information for the person who will receive the weekly leads email update.

### Contact name:

### Contact email:

### SUBMISSION INSTRUCTIONS:

#### Color specifications and resolution:

- All colors used must be RGB or Index (Web safe recommended).
- All photos and graphics must be RGB or black and white.
- All images, graphics and logos must be 72 dpi.
- Image file must not exceed 15MB.