

Sponsored SOCIAL MEDIA POSTS

Depending on contract buy, Miles Partnership will write the content with direction from you, the partner. Partner to provide the below requested materials for Explore Georgia to build the posts with the objective of fitting with the platform. Final assets are at the discretion of Explore Georgia for consistency across the platform.



PHOTOGRAPHY:

- **Provide 5-10 image options**, all in the same orientation, (portrait or landscape)
Must be high resolution, maximum file size is 4MB
- **Facebook:** 1200 x 630
- **Instagram:** 1080 x 1350; 1080 x 1080
- **Provide Clickthrough Link (URL)**

PARTNER DIRECTION:

Please provide a goal for your post(s) and the general message you would like to share with the Explore Georgia audience. This can be a bulleted list, copy you already have for us to edit, or a general sense of what you'd like your post to be about:

VIDEO (OPTIONAL):

- **Video should be in MP4 format**
Must be high resolution
- **Video Time:** 10 seconds - 2 minutes
- **Recommended Ratio:** 1280 x 720
Must be high resolution, maximum file size is 4GB
- **Provide Clickthrough Link (URL)**

WHAT TO EXPECT:

Facebook & Instagram Business Handshake Request will be sent by Explore Georgia. Details will be provided by Miles Partnership on material collection.

File Submission:

Ad materials can be emailed directly to
Camille.Jacobson@milespartnership.com

MATERIALS DEADLINE:

3 weeks prior to publish date

Once contracted, assume all offerings are non-cancellable. All content (text, ads, images, etc.) placed on Explore Georgia owned media channels must adhere to Explore Georgia's brand voice and look-and-feel and is subject to edits if content strays too far. Explore Georgia has the right to postpone the post if there is a need for us to go dark due to natural disasters, political unrest, etc.