

BACK ON TRACK LOAN CAMPAIGN

Element Specifications

June 12, 2020

DIRECT MAIL POSTCARD

Specifications: One Version Available

11" x 6", Full Color, 2 sides, 100 lb. White Cover Stock.

Colorworks will handle the printing and mailing in-house for you (at additional cost.)

Supply us with a member mailing list, or we can purchase a list to target your field of membership.

POSTER

Specifications: One Version Available

Standard Sizes are 8 ½" x 11" and 22 x 28". Full Color, White Poster Stock.

Colorworks will handle the printing in house for you (at additional cost.)

Custom sizes and mounting are available upon request.

DIGITAL AD

Specifications: One Version and Four Standard Sizes Available.

Sizes can be adjusted as required. Delivered as .jpg files.

- Tablet Ad: Portrait - 1242 w x 1884 pixels h
- Mobile Ad: Portrait - 768 w x 916 pixels h
- Tablet Ad: Landscape - 2208 w x 978 pixels h
- Mobile Ad: Landscape - 1024 w x 660 pixels h

EMAILS

Specifications: Two Versions Available.

Copy delivered as a Microsoft Word file and the Graphics as a .jpg file.

Execution of Emails and Custom HTML files are available at additional cost depending upon requirements.

SOCIAL MEDIA POSTS

Specifications: Two Versions Available. Formatted for use on Facebook and LinkedIn. Standard Graphic Size is 1200 w x 717 pixels h. Copy delivered as Microsoft Word file and the Graphics as .jpg file.

WEBSITE BANNERS

Specifications: Two Versions Available.

Standard Graphic Size is 740 w x 225 pixels h. Sizes can be adjusted as required. Delivered as .jpg files.



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LOBBY TV MONITOR IMAGES

Specifications: Two Versions Available.

Graphic size is 1280 w x 720 pixels h. Sizes can be adjusted as required.

Delivered as .jpg files.

LONG-FORM ARTICLE

Specifications: 600 Word Article. Copy is delivered as a Microsoft Word file.

NEWSLETTER ARTICLE

Specifications: 300 Word Article. Copy is delivered as a Microsoft Word file.

WEBSITE LANDING PAGE COPY

Specifications: 285 Word Article. Copy is delivered as a Microsoft Word file.

Pricing Details:

\$795 includes all elements in this campaign. Discounted Pricing for individual campaign elements is not available. Includes three (3) hours of copy edits and customization to meet your specific needs. This can include the addition of logos, addresses, phone numbers, rates and terms, size adjustments and minor content edits. Please note that copyright laws prohibit the transferring of unedited files or raw images.

Additional Services:

Lists, email execution, printing, mail services, postage, etc. are not included in the \$795.00 cost. Colorworks will gladly provide estimates for any of these services upon request.

Get Started Today!

If you would like to get started or have additional questions, please contact:

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