



**Thank you for choosing Social Diva for your promotion and advertising needs. Below is all of the information you need to have a successful campaign with us.**

### **Advertising Specification Sheet and Advertising Schedule**

**Weekly Emails** – Sent out every Tuesday and Thursday, unless otherwise discussed.

**Deadline** is 4 business days prior to the email blast. Exceptions must be discussed prior to booking inventory.

#### **Dedicated Emails**

Marketing Copy up to 150 words submitted in a word document (.doc) NO ALL CAPS. NO SCANNED INVITATIONS will be accepted.

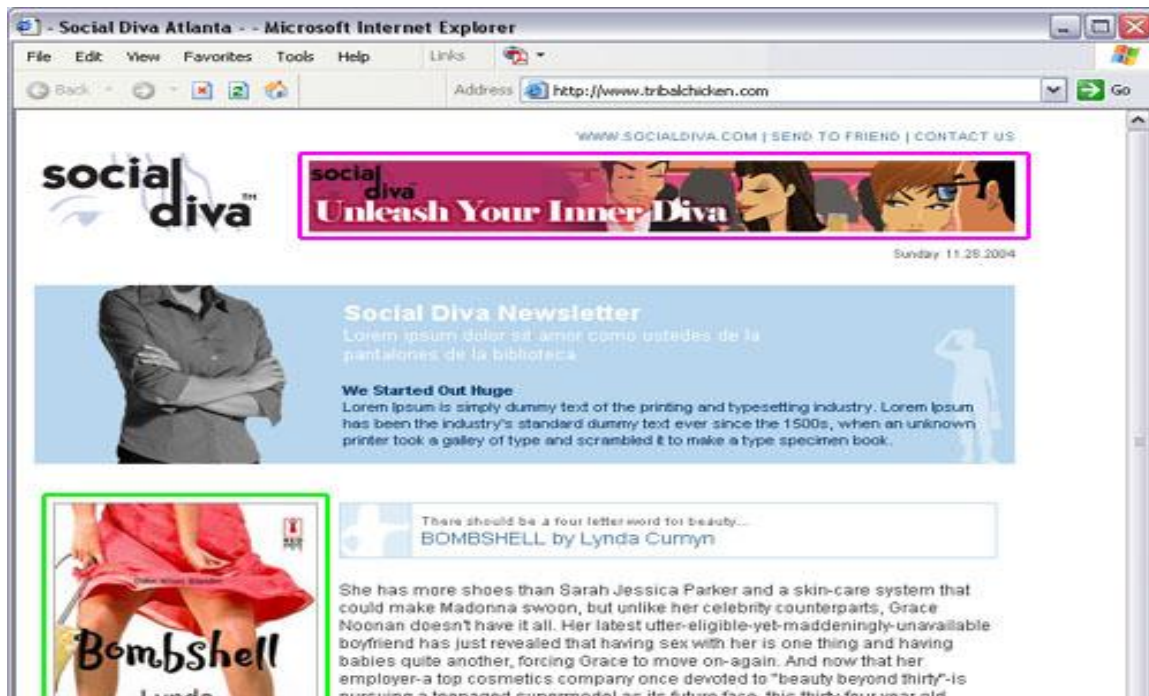
**Top Email Banner (note the purple)** – File size is 468 x 60, must be .jpeg or .gif file size not to exceed 20k

**Leader Board Email Creative or Logo (note the green)** – File Sizes accepted 160x600, 120x600, 120x90, 120x60, 120x240, 125x125, must be .jpeg or .gif file size not to exceed 20k

#### **Billing**

We invoice you the day your promotion is negotiated per paypal.com payment must be received prior to posting or emailing the promotion unless otherwise discussed.

See example of email below - this will give you a good idea of formatting.



For more questions email your advertng representative or contact: Maggie Simov [maggie@socialdiva.com](mailto:maggie@socialdiva.com)  
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