APMA Buyers' Guide
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Premier Listing Checklist

Below is a checklist of all elements required in order to process your Sponsored Listing.

❏ **Full-Color Company Logo**
The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

❏ **Company Contacts - Up To Five**
Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

❏ **Primary Contact for RFP Automator and Request for Information (OPTIONAL)**
Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

❏ **Company Description**
This is strictly **textual information about your company.** You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*
Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

❏ **Website Activation**
Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link.** *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

❏ **Product/Service Categories**
All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Sponsored Listing. *Additional category listings can be purchased for $50 each.*

❏ **Full-Color Product Image and Description**
The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

❏ **Video Upgrade - Additional cost: $200 (OPTIONAL)**
Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

❏ **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**
Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.