

Native Content Checklist

Company Information:

- Contact Name, Contact Email, Company Name (noted as author)

Native Content Summary Information:

- Targeted Live Date
- Campaign Billing Reference (Campaign Name/Purchase Order)

Article Information:

- Ad Headline: Headline for the article
- Sub Headline (15 words max) for the article
- Body Text (between 250 and 1500 words):
- Logo URL: usually the Company Website URL
- Naylor Sales Rep: Which Rep you have booked the order with (dropdown is available for the choices)
- Promotional Image: 3000 px wide with no text
- Company Logo: max 300 px wide
- Select Topic that best describes your article (Aerospace, Biomedical, etc.)

Newsletter Promotion:

- Choose which Newsletter to send out on from the 4 choices (If no preferences are indicated IEEE Media will determine the allocation)
- Ad Headline: up to 10 words
- Summary: up to 30 words

Please upload all Artwork and Information for the Spectrum Webinar to <https://survey.alchemer.com/s3/6477378/IEEE-Portal-for-Native-Content>

For any additional questions or information please contact your Sales Representative and Media Coordinator.