

Media	Duration	Material Due to Portal, http://www.tocoop.mtlc.com/	Assets Needed
Magazine	<i>Group Tour March</i>	12/5/18	All Tiers Website address and phone number Tier I Three to five images. 200 words of copy, partner logo. Tier II Three to five images. 100 words of copy, partner logo. Tier III Quarter-Page Ad One image. 60 words of copy. Tier IV One image. 50 words of copy.
	<i>Student Group Tour April</i>	1/15/19	
	<i>Midwest Living May/June</i>	1/12/19	
	<i>Group Tour June</i>	3/5/19	
	<i>Parents June/July</i>	3/2/19	
	<i>Student Group Tour August</i>	4/2/19	
	<i>Group Tour September</i>	6/5/19	
	<i>Midwest Living Sept./Oct.</i>	5/11/19	
Digital Advertising	April	3/2/19	Images • 728 x 90 (Leaderboard) • 300 x 250 (Boombbox) • 160 x 600 (Skyscraper) • 300 x 600 (Half-page unit) • 468 x 60 (Standard banner) URL – Copy (Facebook only)
	May	4/2/19	
	June	5/1/19	
	July	6/1/19	
	August	7/2/19	
	September	8/1/19	
	October	8/31/19	
eBlasts	April	3/2/19	Headline 39-45 characters (including spaces) Body Copy 100-200 Characters (including spaces) Copy documents must include the click-through URL One Image 535 x 156 pixels
	May	4/2/19	
	June	5/1/19	
	July	6/1/19	
	August	7/2/19	
	September	8/1/19	
	October	8/31/19	

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Pandora Radio	April	3/2/19	Audio Everywhere :15 second spot focused on your business' message
	May	4/2/19	
	June	5/1/19	
	July	6/1/19	Display Everywhere 500 x 200 px companion banner
	August	7/2/19	
	September	8/1/19	Mobile Welcome Banner 750 x 1100 image, max 200KB
	October	8/31/19	
Paid Social Advertising	April	3/2/19	Facebook - Carousel Ads (up to 10 images) Title: 40 characters, including spaces Link Description: 20 characters, including spaces Body: 90 characters, including spaces Accepted Facebook Image Size: • 1080 x 1080 pixels
	May	4/2/19	
	June	5/1/19	
	July	6/1/19	Facebook - Link Ads (single image) Title: 25 characters, including spaces Link Description: 30 characters, including spaces Body: 90 characters, including spaces Accepted Facebook Image Size: • 1200 x 628 pixels
	August	7/2/19	
	September	8/1/19	Facebook Event Promo Facebook Event Page link Description Copy URL Facebook Lead Generation Title: 40 characters, including spaces Description Copy URL
	October	8/31/19	

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Captive Unit	April	2/15/19	<p>Brand Logo Background Image or Pattern Other Possible Assets Needed (dependent on kick-off call and what we decide should be provided):</p> <ul style="list-style-type: none"> - Videos: Editorially selected list or feed of YouTube or another hosted video URL - Articles: Editorially selected list or feed of content <p>Social Media:</p> <ul style="list-style-type: none"> - Pinterest feed URL - Twitter handle - Facebook feed URL - Other feed URL <p>Local Map: To be determined with account manager Color specifications</p> <p>Copy</p> <ul style="list-style-type: none"> - Sub-header - We recommend a short line of copy that thematically ties the brand to the content being featured - Call-to-action button text - Links to your site or another <p>Please refer to the digital specs document for full details on asset requirements.</p>
	May		
	June		
	July		
	August		
	September		
	October		