

# SPONSORED SURVEY GUIDELINES

Send artwork to:

aaronk@cognitivepublishing.com

Tel: 0161 833 6320

## Online specifications

In order to produce an effective survey with maximum respondents providing relevant and usable data we will require the following:

- A title for your survey
- Your company logo (in either: .eps, .jpg or .png)
- Questions to be used in the survey
  - If you choose to use an incentive we recommend asking for first and last name as well as email address at the end of your questions.
- Any additional banners you book should promote the survey and any incentive you are offering. (i.e “Complete this survey for your chance to win an Apple iWatch”)
- Text for an e-solus encouraging the reader to take part in the survey

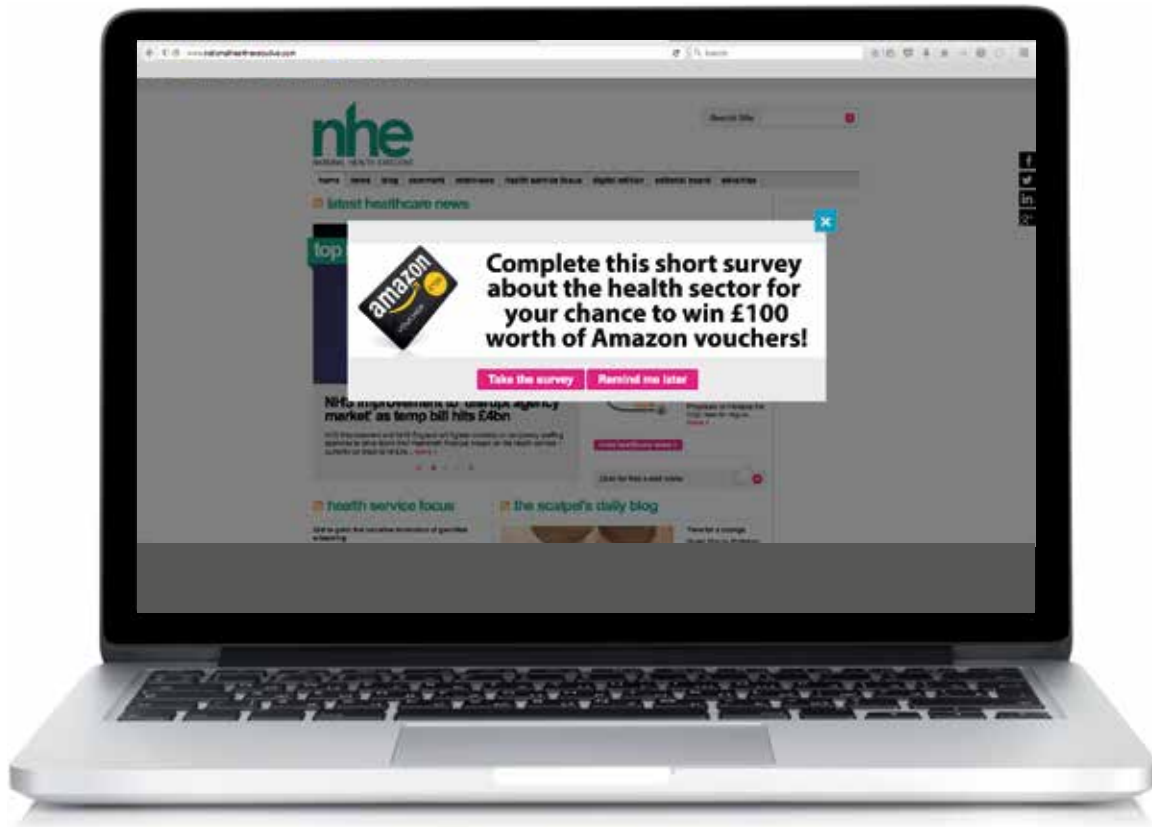
Advert copy should be provided as a single artwork piece in the following formats:

- **Jpeg/PNG/Gif**
- Resolution: **72 Dpi**
- Colour mode: **RGB**
- We cannot accept adverts from ad serving systems
- We cannot implement javascript or source ID tags
- Max file size **150KB**

## Size guide

Pop-up	840x200 pixels
Leaderboard	728x90 pixels
Skyscraper	120x600 pixels
MPU	300x250 pixels
E-solus Header	700x400 pixels

Sponsored surveys that do not include an incentive see drastically less respondents than those that do. For this reason **we strongly suggest you offer an incentive** to the users in order to enable the maximum number of respondents.



## Contact details

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## In-house design service

If you choose to use our in-house design service then we need all wording, images as static gifs or pegs and clear instruction on placement.