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# PROSPECTOR<sup>®</sup>

## Digital Media Guidelines

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## Important File Specifications

### Image Files

- Animated GIFs are accepted for onsite banner advertising only.
- Photoshop and Illustrator files are accepted.

### HTML Files (if you submit your own)

- No CSS, embedded forms or scripting.
- All image files must be provided to Prospector for linking.
- Linked background images are not recommended.

### Audio and Video Files

- Ads may link to audio or video in the Prospector listing.
- Video must be 512 x 384 display resolution.
- Only MP4 files are accepted.

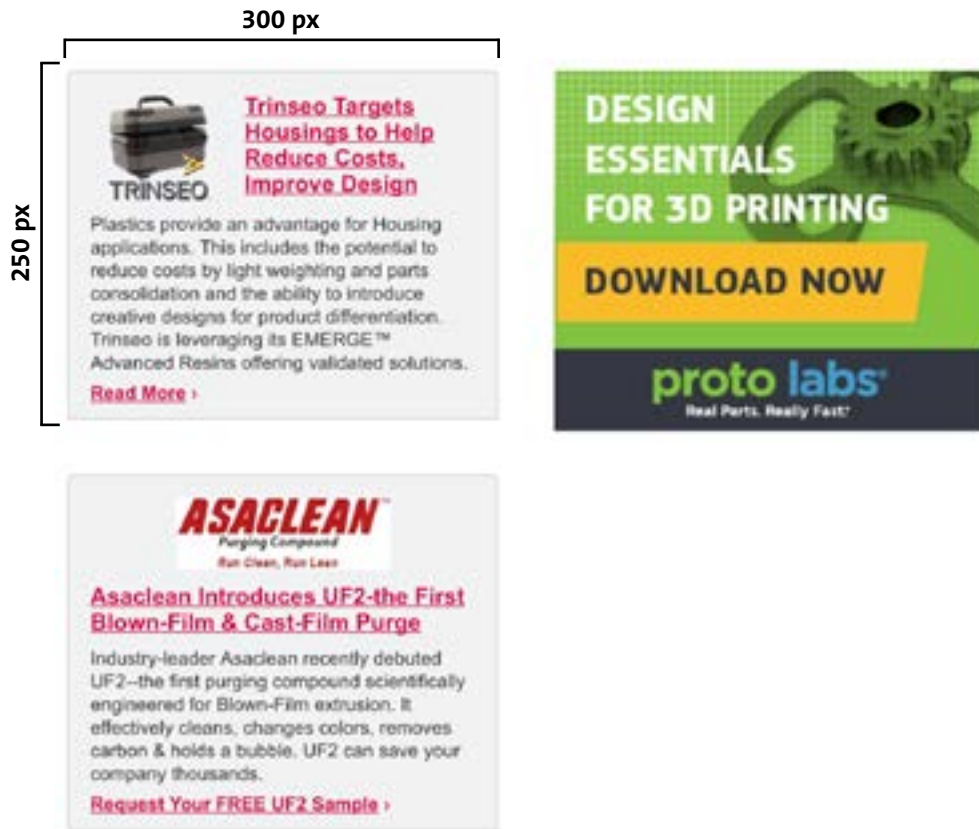
### Creative Fees

- Media rates are for ads submitted per specifications.
- Creative ad development is \$800 per ad, including up to 3 rounds of revisions.
- Additional edits or revisions will be billed in 30-minute increments at \$100 per hour.

**Please correctly submit all materials listed in the Materials Submission Requirements section on or before the Materials Deadline to guarantee your Media Run Date.**

# Box Ad

## Digital Media Guidelines



### Materials Submission Requirements

#### Text with Square Image

- One 100 x 100 px image
- 60 characters headline (30 Chinese characters)
- 300 characters body copy (175 Chinese characters)
- 30 characters call-to-action
- One URL for a call-to-action

#### Text with Horizontal Image

- One 200 x 50 px image
- 60 characters headline (30 Chinese characters)
- 250 characters body copy (130 Chinese characters)
- 30 characters call-to-action
- One URL for a call-to-action

#### Single Image Ad

- One 300 x 250 px image file
- One URL for linking to the image

Character count includes spaces

### Product Description & Best Practices

- Prospector will build the Box ads exactly as shown.
- Please send no more than the allotted character counts, which includes spaces.
- For Image-Based Box Ads, keep your copy brief, include a call-to-action, and display your logo.



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# White Paper Box Ad

## Digital Media Guidelines



## Materials Submission Requirements

- Headline: 60-90 characters including spaces
- Copy: 200-250 characters including spaces
- One White Paper document

## Product Description & Best Practices

- Prospector will build a Box Ad based on White Paper content.
- Prospector will build a landing page exactly as shown with standard form fields.

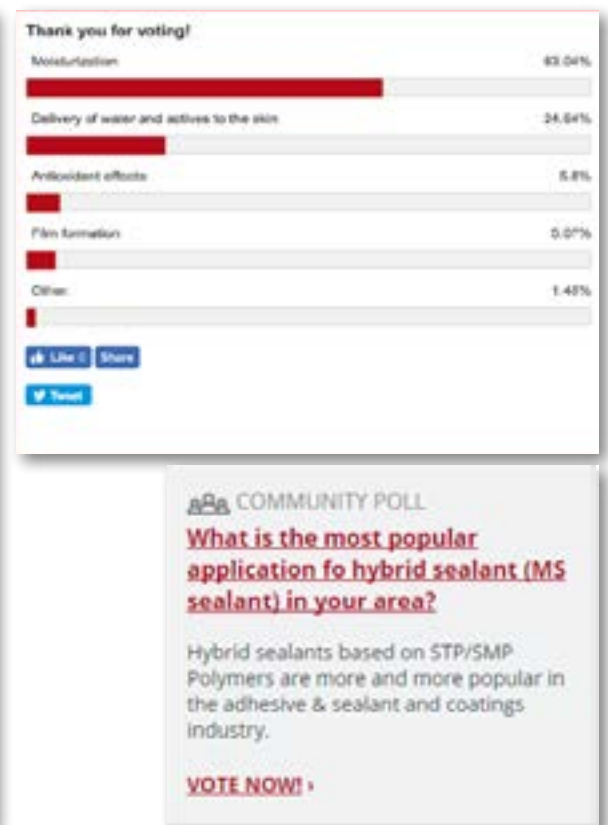
# Community Poll Box Ad

## Digital Media Guidelines

Knowledge Center Post



Real-Time Polling Results



### Materials Submission Requirements

- One question in multiple choice format, including 4-6 answers
- Links to products in Prospector (optional)
- White Paper or brochure for download (optional)

### Product Description & Best Practices

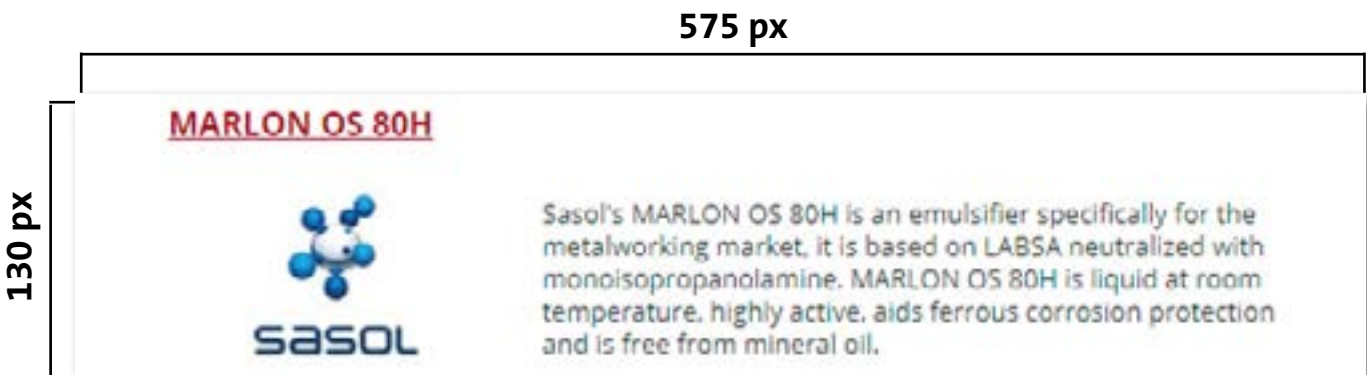
- The community poll Box Ad is placed in the newsletter and links to a page on the Knowledge Center.
- The poll will be built exactly as shown using the information you provide.
- The Knowledge Center landing page is guaranteed to be live for at least 12 months. Prospector will notify you if the page is moved or removed.
- The poll results are provided with newsletter reporting one week after the newsletter.



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# Enhanced Product Announcement

## Digital Media Guidelines



### Materials Submission Requirements

- One company logo file
- One product listed on ULProspector.com
- One product description up to 250 characters including spaces (up to 100 Chinese characters)

### Product Description & Best Practices

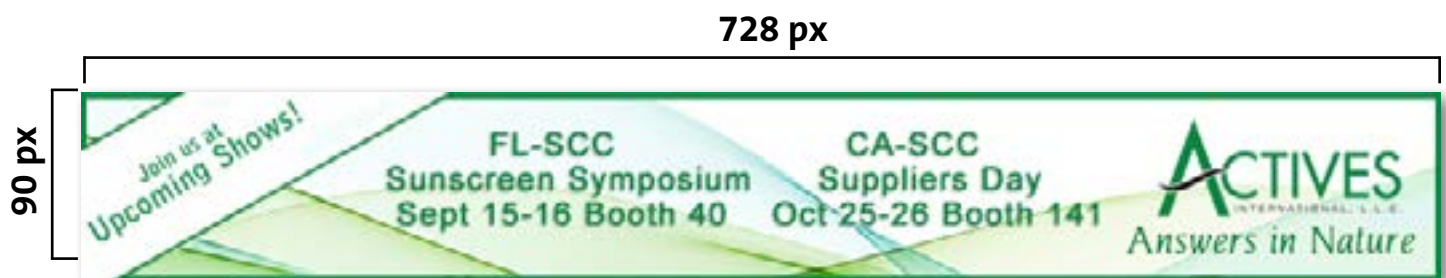
- Prospector will build the EPA exactly as shown. No image-based ads accepted.
- EPA can promote one product or formulation only. No product lines or company announcements.
- EPA can only link to the product profile page on ULProspector.com.
- Customer may choose to update the product description on ULProspector.com.
- If a product description is not submitted, Prospector will use the first 250 characters including spaces from ULProspector.com and the description may be truncated if too long.



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# eNewsletter Leaderboard

## Digital Media Guidelines



### Materials Submission Requirements

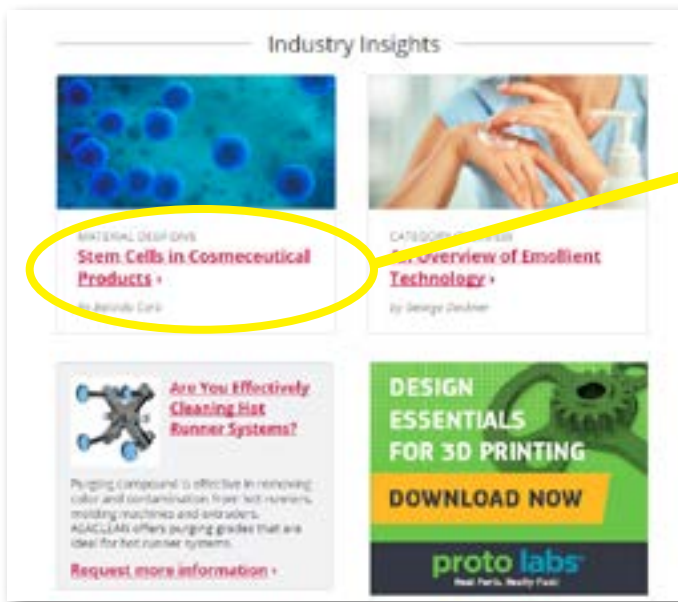
- One 728 x 90 px image file
- One URL for linking to the image

### Product Description & Best Practices

- Display logo clearly and prominently.
- Keep layout clean and simple with minimal text.
- Include an explicit call-to-action.

# Sponsored Article

## Digital Media Guidelines



### Materials Submission Requirements

- Article text up to 1,000 words
- Article title
- Author name, photo and bio (if applicable)
- Supporting images and graphs
- Up to 5 products to promote at the end of your article

### Editorial Guidelines

- The most engaging articles are educational in nature and focus on a subject for which you can show expertise. Article examples: Case Study, Research Findings or Solution to Formulation Challenge.
- Remember that your article will be read from a computer screen or mobile device. In order to make your article web-friendly and minimize scrolling, keep the word count between 700 to 1,000 words.
- Images to support the article should be sent along with directions or examples of where they should be placed within the content. Please make sure you have the legal rights to publish the images you send.
- ProspectoR retains final editorial oversight, including the right to refuse any content it deems inappropriate.



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# Spotlight Ad

## Digital Media Guidelines

**Choose from one of three templates for 640x400 px Spotlight Ads.**

**Version 1:** Vertical image on the left + Copy on the right with CTA

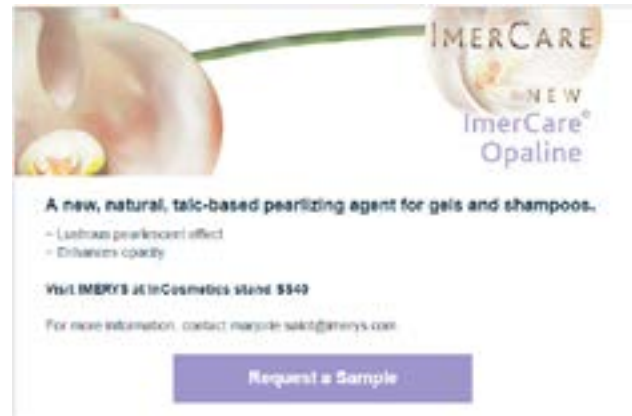
**Version 2:** Horizontal image on top + Copy on the bottom with CTA

**Version 3:** Single image with 3 additional links across the bottom

**TEMPLATE 1** [Download Template 1](#)



**TEMPLATE 2** [Download Template 2](#)



**TEMPLATE 3** [Download Template 3](#)



**You have two options for preparing your Spotlight Ad.**

Option 1: Send the materials listed below and Prospector will build your Spotlight Ad at no expense to you.

Option 2: You can download the template from one of the links above and prepare the ad exactly as explained in the template. Please do not edit the HTML styling.

## Materials Submission Requirements

### Version 1: Vertical Image

- One 310 x 400 px image file
- Company logo
- 100 characters of headline
- 400 characters of body copy
- Up to 3 links for copy
- One URL for a call-to-action

### Version 2: Horizontal Image

- One 640 x 175 px image file
- 100 characters of headline
- 250 characters of body copy
- Up to 3 links for copy
- One URL for the call-to-action

Character count includes spaces

### Version 3: Single Image

- One 640 x 400 px image file
- One URL for linking to the image
- Three additional links for below the image



# Skyscraper Ad

## Digital Media Guidelines



### Materials Submission Requirements

#### Skyscraper Ad

- One 160 x 600 px image
- One URL

#### Knowledge Center Skyscraper Ad

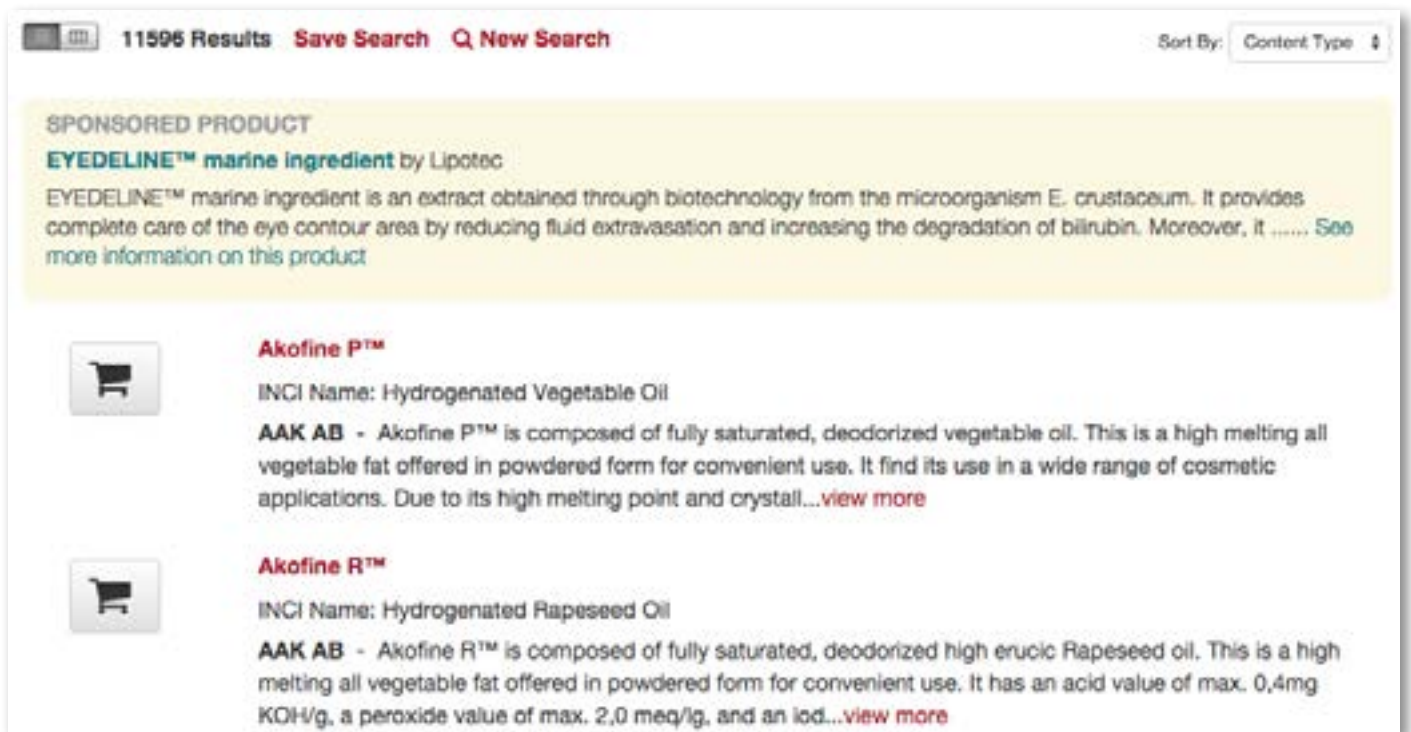
- One 160 x 600 px image
- One URL

### Product Description & Best Practices

- Display logo clearly and prominently.
- Keep layout clean and simple with minimal text.
- Include an explicit call-to-action.

# Sponsored Search Results

## Digital Media Guidelines





11596 Results [Save Search](#) [New Search](#) Sort By: [Content Type](#)

**SPONSORED PRODUCT**

**EYEDELIN<sup>TM</sup> marine ingredient** by Lipotec

EYEDELIN<sup>TM</sup> marine ingredient is an extract obtained through biotechnology from the microorganism *E. crustaceum*. It provides complete care of the eye contour area by reducing fluid extravasation and increasing the degradation of bilirubin. Moreover, it ..... [See more information on this product](#)

 **Akofine P<sup>TM</sup>**  
 INCI Name: Hydrogenated Vegetable Oil  
**AAK AB** - Akofine P<sup>TM</sup> is composed of fully saturated, deodorized vegetable oil. This is a high melting all vegetable fat offered in powdered form for convenient use. It find its use in a wide range of cosmetic applications. Due to its high melting point and crystall...[view more](#)

 **Akofine R<sup>TM</sup>**  
 INCI Name: Hydrogenated Rapeseed Oil  
**AAK AB** - Akofine R<sup>TM</sup> is composed of fully saturated, deodorized high erucic Rapeseed oil. This is a high melting all vegetable fat offered in powdered form for convenient use. It has an acid value of max. 0,4mg KOH/g, a peroxide value of max. 2,0 meq/g, and an iod...[view more](#)

## Materials Submission Requirements

- One product or formulation that is currently active on Prospector

## Product Description & Best Practices

- Prospector will build the ad exactly as shown.
- Content may promote one product or formulation.
- The first two lines from the product description will be used.
- Link to the product profile page on ULProspector.com.

# Targeted Email

## Digital Media Guidelines



*Example with header and footer*



## Materials Submission Requirements

- One 600 x 800 px HTML file  
(Do not use CSS, embedded forms or scripting)
- All images as separate files
- Up to six URLs
- Email selection criteria
- Email subject line

## Product Description & Best Practices

- Prospector will place the HTML inside the Prospector header and footer as shown.
- Display logo clearly and prominently.
- Keep layout clean and simple with minimal text or bullet points.
- Include an explicit call-to-action and use images to draw attention to it.
- Link to the product profile page on ULProspector.com for best results.
- Underline and bold all links.

# Ask the Expert Bundle

## Digital Media Guidelines

### Sponsored Article

The image displays three digital media assets. On the left is an 'Ask the Expert Box Ad' featuring a grid of expert profiles. One profile is circled in yellow, showing the expert's name and a brief bio. In the center is a 'Sponsored Article' on the ULProspector.com website, titled 'PROSPECTOR®' and featuring a table of products. On the right is a 'Knowledge Center Skyscraper Ad' featuring a large photo of an expert and a call to action: '联系这位行业专家免费获得专业意见吧!'.

Ask the Expert Box Ad

Knowledge Center Skyscraper Ad

## Materials Submission Requirements

This bundle includes: Sponsored Article, Custom Landing Page, Knowledge Center Skyscraper Ad, and Ask the Expert Box Ad.

- Expert's name, title and brief biography
- Expert's photo
- Expert's email address
- Company description
- Company logo
- Up to one company video (optional)
- Up to five products on ULProspector.com (optional)
- Up to three company white papers, brochures or technical papers (optional)

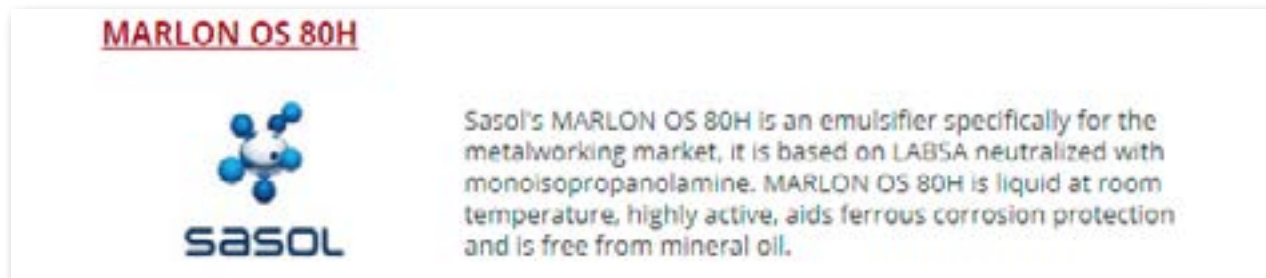
## Product Description & Best Practices

- The landing page will be created exactly as shown using the information you provide.
- The skyscraper will be created exactly as shown using the information you provide.
- The skyscraper will be placed on one segment and all articles within that segment.
- The Ask the Expert Box Ad will be created exactly as shown using the information you provide.
- We recommend that you follow up with inquiries submitted within 24 hours.
- [Visit this page](#) for the Materials Submission Requirements for Sponsored Articles.

# Enhanced Product Bundle

## Digital Media Guidelines

### Enhanced Product Announcement



Enhanced Product Banner

## Materials Submission Requirements

- One company logo file
- One product listed on ULProspector.com
- One product description up to 250 characters including spaces (up to 175 Chinese characters)

## Product Description & Best Practices

- Enhanced Product Announcements (EPA) appear in Prospector's newsletter.
- Enhanced Product Banners (EPB) appear on one (1) Knowledge Center industry segment landing page of your choice and all articles within that segment.
- Prospector will build the EPA and EPB exactly as shown. No image-based ads accepted.
- You may change the product promoted in the Enhanced Product Banner every 3 months.
- The EPA and EPB may only promote a single product and must link to a ULProspector.com product page. No company announcements and product lines.
- [Visit this page](#) for Materials Submission Requirements for Enhanced Product Announcements.

# Webinar Bundle

## Digital Media Guidelines



Webinar Invitation Email



Webinar Follow Up Email



Webinar eNewsletter Box Ad

## Materials Submission Requirements

The webinar bundle includes a registration page, an email invitation and an eNewsletter ad.

- Webinar Title
- Up to three questions for attendees
- Webinar date and time, including time zone
- Webinar description, up to 300 words
- One promotional image sized 640 x 200 px
- Speaker name and bio up to 300 words
- One photo of speaker
- Up to three questions for the webinar registration page
- Email selection criteria for webinar promotion

## Product Description & Best Practices

- Prospector will build these materials exactly as shown using the information you provide.
- Select a colorful image to promote the content of your webinar.
- Include bullet points of the key learnings from your webinar to aid with promotion.