

INTERNAL USE ONLY - MUST BE COMPLETED IN ITS ENTIRETY

IO NUMBER

Flight Date

Client Web Team Email

If the campaign is political, please pay special attention to the last page (this is not to be filled out by client)

Clients Facebook Page (URL)

What are their goals and objectives? Impressions Clicks Leads Likes **type goal**

6 i X[Yh(check against IO)

Who is their audience (as sold to the client)?

Where are we sending traffic to? (Landing Page)

Are we utilizing a specific list (client provided or internal)? Yes No

If yes, please include the data in an attached Excel document (must include phone and/or email)

Creative and Ad Copy

1. Creative develops the ad - Review About Text in Ad Images

- a. Image Size 1080 x 1080 and 1200 x 628
- b. Video Size 1280 x 720

2. Ad Copy is written or provided to align with the creative and goal

- a. If copy is not provided by client, we will write it for them. Max 125 characters (Ideal Length - 40-80 Characters)

3. Social ad is created and sent to client for final approval

4. Ad is live and updates will be sent monthly or as requested

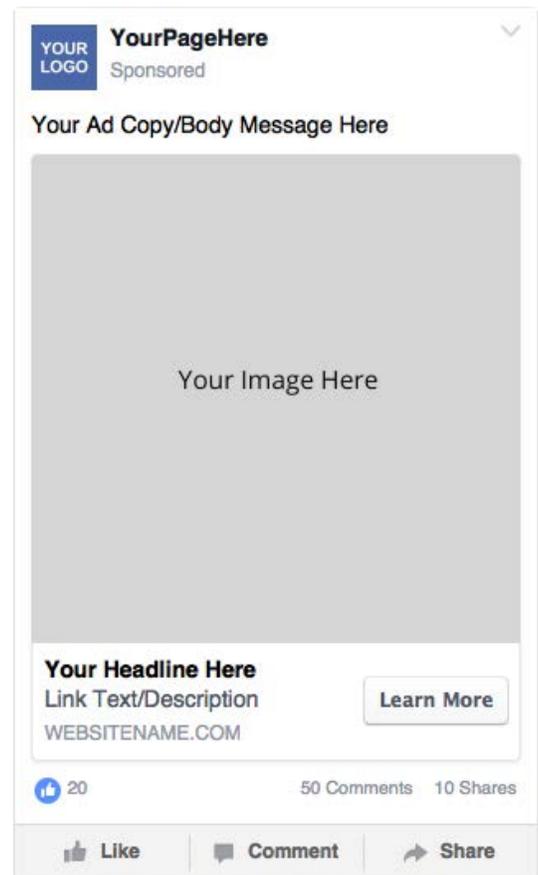
Ad Specs

Image Size - 1.200 x 628 pixels or 800 x 800 pixels

Headline - 25 characters (Ideal Length -5 Words)

Link Text/Description - 30 Characters (Ideal Length - 6 Words)

Call to Action (Button) Options:



Ad/Copy

Running Political Ads

In Order To Go Live:

- Federal Election Commission (FEC)

identification number

- Website MUST match their Campaign Website on the

FEC Document

- Email Address MUST end in the Website Domain

Email

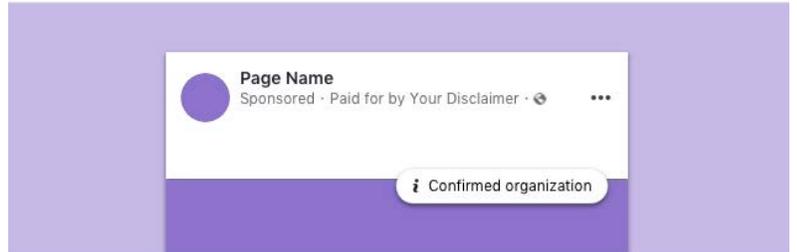
info@jayadkinsforcongress.com

Website

https://www.jayadkinsforcongress.com

**Failure to have correct will result in a 24 hour delay
(client will need to contact the FEC directly)**

Create Disclaimer



Federal Election Commission (FEC) registered organization

To use the name of an FEC-registered organization, you'll first need to help us confirm your connection to the organization.

To get started, provide a few details about your organization, including your FEC identification number. If approved, the disclaimer for your FEC-registered organization will include a "Confirmed Organization" icon.

Keep in Mind

For transparency, once you run ads using the disclaimer, the information you provide here will be made publicly available along with your ads for 7 years in the [Ad Library](#).

- 1 Provide your organization's FEC identification number
- 2 Confirm your connection to your organization via email and phone
- 3 Review your information and submit disclaimer