# BOOK YOUR PREMIUM VISIBILITY!

## What is included in a three week campaign for a Transformers Academy Interview?

**Web**

**Social**

**Email**

# Website content

## Interview landing page

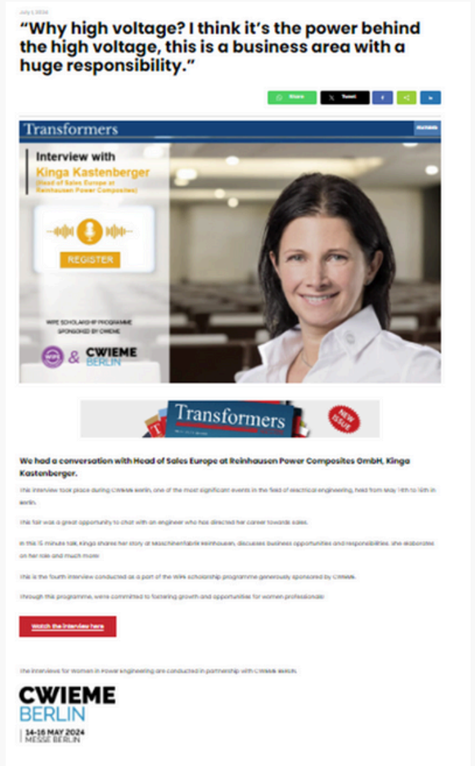
- **Interview image: 850x400**
- **Text: Up to 2,000 characters including spaces. It includes:**

  **Interview title**
  **Interview description**
  **Main topics**
- **Client's logo that leads to client's URL**
- **The video containing the interview**

# Website campaign

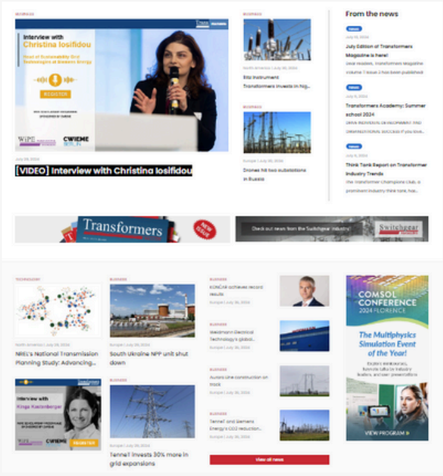
## Featured news

- Image: 1030x640
- Text: Up to 2,000 characters long text
- CTA button leads to the interview landing page
- Logo is placed next to the CTA button and links to client's website




## Web banner

- The banner dimensions depend on availability. You can find more information about the banners on page 10 of the media kit.

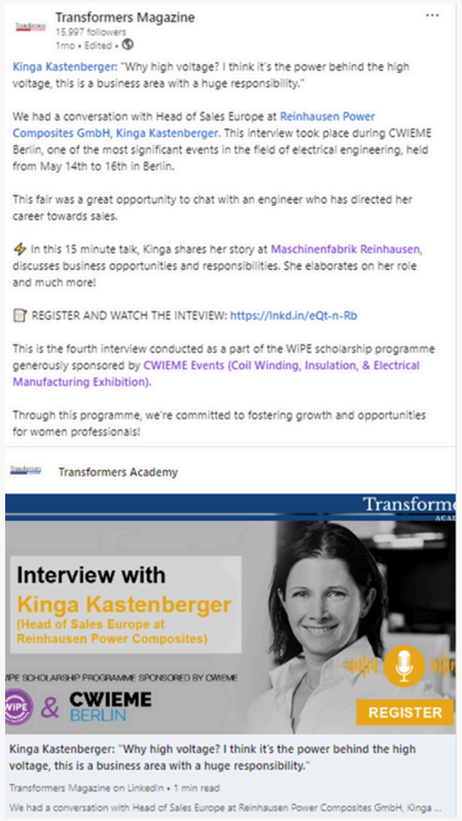



- Web banner example

# Social media campaign

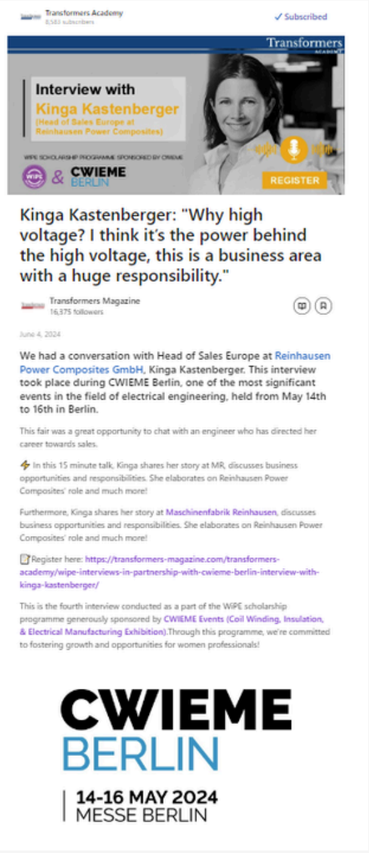
## Social media post on LinkedIn

- **Text: Up to 2,000 characters including spaces**
- **Contains link that leads to interview landing page**
- **Image: 850x400 or 1920x1080**




## Newsletter Article sent on LinkedIn

- **The LinkedIn Newsletter Article consists of the same elements as a social media post on LinkedIn. Its specificity lies in the fact that it is sent to a list of followers who are subscribed to the Transformers Academy newsletter.**
- **Logo is placed next to the CTA button and links to client's website.**



# Email campaign

## eBulletin banner

**Every Monday, our users receive the “Weekly News eBulletin” - newsletter digest with all of the past week’s news articles. It is the Transformers Magazine’s longest-running and most popular newsletter.**

**Image: 690x170**

## Article in Newsletter

**The interview will be promoted through an article that will appear in the weekly newsletter "Career Charger," which is sent out on Wednesdays.**

**Image: 850x400**

**Text: Up to 400 characters including spaces**

**Logo is placed next to the CTA button and links to client’s website.**

# Contact us!

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