

## 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**

- Image Size 1080 x 1080 and 1200 x 628
- Video Size 1280 x 720

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

- 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**

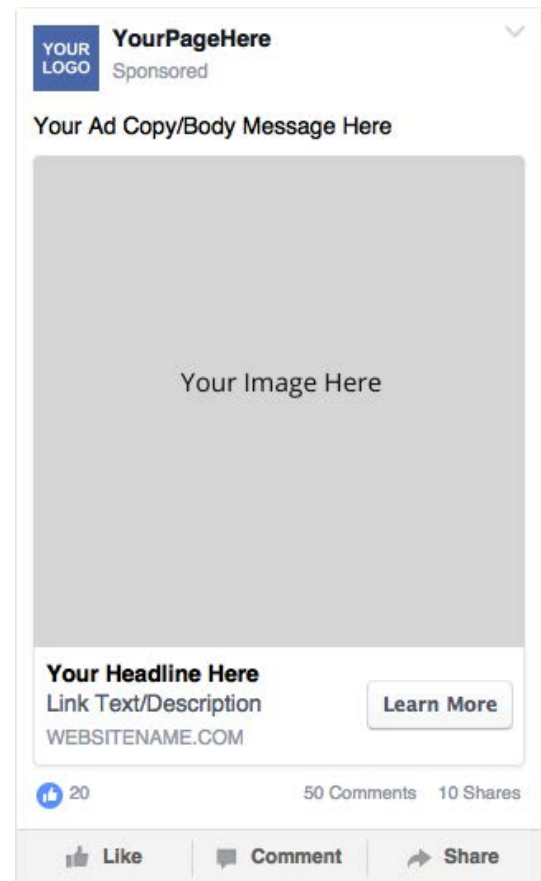
## Ad Specs

**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

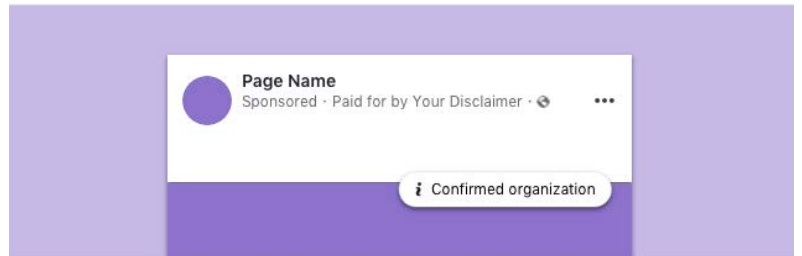
info@jayadkinsforcongress.com

#### 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