



AARP Shared Hot Deal Email Intake Form

Project Overview (All questions must be filled out or this form will be sent back for completion)

1. Advertiser name:

2. Who is the contact?
Name:
Phone:
Email:

3. Deployment date (as provided by DAS and your sales rep)?

4. Who is to be included on the Proof and Seed lists? *(Email addresses only, please. If no contacts are provided this email will be delivered on schedule as this email does not require client approval)*

Asset Delivery

All assets are due 7 business days prior to drop date. Assets should be sent to aarp.adops@acceleration.biz. We will **NOT** accept the direction to use previous emails as a pickup without all assets below being provided in accordance with the asset delivery process.

Email Components (This is a template email with specific image sizes and character counts which can be found [here.](#))

Did you provide the following? (If you did not provide all of the following, the development of this email may be delayed):

- 205x122 Image (PNG, GIF, JPG)
- Copy
 - Headline – 70 characters max, with spaces
 - Body – 300 characters max