AARP Solo 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 ecm_aarp@acceleration.biz and jernest@aarp.org. 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):

- 648x370 Banner Image (PNG, GIF, JPG)
- Copy
  - Headline – 10 words max
  - Body – 250 words max
  - Disclaimer (if applicable) – 250 words max
  - Call To Action – 15 words max
  - Subject line – 100 characters or less and starting with “Hot Deal!”
  - Approved URL Information