

## ASK THE EXPERT

### Publication Schedule

Monthly

### Publication Deadlines

Materials are due to your sales rep by Noon U.S. Eastern Standard Time on the 1st of the month preceding publication.

### Materials Specifications

#### Company logo

- Preferred – Vector .eps with fonts turned into outlines
- Acceptable – 5" x 2" 300 dpi .jpg on white background

#### Expert photo

- Minimum 3" x 3", 300 dpi .jpg

### Ask The Expert Checklist

Provide the following materials to your sales rep:

- Company name, as it should appear
- Company logo
- Expert name
- Expert title
- Expert bio (100 words max)
- Expert photo
- Expert email address
- Topic (60 character max including spaces)
- Topic background (300 words max)
- 3 or more seed questions and answers

#### ADVERTISE:

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