



Custom SEM Landing Page Form (ELP)

BUSINESS NAME		BOOK	CUSTOM SEM PROPOSAL ID #	
SALES REP NAME / #		SALES REP PHONE #	SALES REP EMAIL	
ADDITIONAL SALES EMAIL ADDRESSES				
CUSTOMER NAME		CUSTOMER PHONE #	CUSTOMER EMAIL	
CUSTOMER WEBSITE www .				
RCF INFORMATION – WILL WE BE USING AN RCF IN THIS CAMPAIGN?			<input type="radio"/> NO <input type="radio"/> YES <input type="radio"/> Local <input type="radio"/> Toll Free Destination #	
DESTINATION URL FOR CLICKS (Select if clicks will be going to Custom Landing Page (ELP) or Customer's Website. If clicks are going to Customer's Website, then the Landing Page (ELP) does NOT need to be ordered and the Landing Page (ELP) information on this form does NOT need to be filled out. This requires PRE-APPROVAL.)				
<input type="radio"/> Landing Page		<input type="radio"/> Customer's Website – Proxy		<input type="radio"/> Customer's Website – No Proxy

Landing Page (ELP) Info

LANDING PAGE URL www .		CUSTOMER EMAIL (to be used within customer contact form)		
HEADER TEXT (100 Characters MAX)		LLP IMAGE BARCODE	LOGO FILE NAME/ DESCRIPTION	
BUSINESS DESCRIPTION (100-600 Characters)		BUSINESS DESCRIPTION/ IMAGE FINAL NAME/DESCRIPTION		
		SPECIAL OFFER/CTA (100 Characters MAX)		
VIDEO INFORMATION				
VIDEO TYPE	BARCODE/TKV #	VIDEO ATTRIBUTES		
<input type="radio"/> DIFM <input type="radio"/> Basic <input type="radio"/> TKV <input type="radio"/> Premium <input type="radio"/> None				
AD GROUP # 1 INFORMATION		AD GROUP # 2 INFORMATION		AD GROUP # 3 INFORMATION
FILE NAME/DESC		FILE NAME/DESC		FILE NAME/DESC
AD GROUP COPY (500 Characters MAX)		AD GROUP COPY (500 Characters MAX)		AD GROUP COPY (500 Characters MAX)
AD GROUP # 4 INFORMATION		AD GROUP # 5 INFORMATION		AD GROUP # 6 INFORMATION
FILE NAME/DESC		FILE NAME/DESC		FILE NAME/DESC
AD GROUP COPY (500 Characters MAX)		AD GROUP COPY (500 Characters MAX)		AD GROUP COPY (500 Characters MAX)
AREAS SERVED/ CAMPAIGN SCOPING				