

# Content Requirements for Marketing

## KW ELITE Preferred Partner Program

Check Events Here - You are welcome to attend

<https://www.kwelitelancaster.com/kw-elite-calendar/>

- **AD ON LOBBY TV ONLY**

- I would need an image 1920 x 1080 pixels PNG file or JPG
- I can use same ad above for Tabletop Intro Signs & Other Placements
  - If you prefer please provide an 11" wide x 8.5" high image (Png/Jpg)

- **1/4 PAGE AD IN PARTNER BOOKLET**

- I would need a 4" x 4" or 1200 x 1200 pixel high resolution file (PDF, TIF, PNG) for Print

- **INTRO & WELCOME SOCIAL MEDIA POST**

- I will use the same 4" x 4" image above for Social Media Post
- Please provide text for Social Media Post – Make it fun and short

- **WEBSITE DIRECTORY AD**

- I'll use the same 4" x 4" image from above.

- **INTRO & WELCOME AGENT EMAIL BLAST**

- I would need a custom message from you.

- **STAKEHOLDER MEETING & LUNCH INVITE**

- I will send out a reminder email invite monthly.
- Usually the last Tuesday on Month

Thank you

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