

Education Group, Government Information Group, HME Group, OH&S, Security Today, Environmental Protection, TDWI**Text Link**

- One line of copy, 70 characters maximum, including spaces.
- First part of copy appears in bold. The bolded portion must be specified when copy is supplied. The bolded segment should be your call to action copy and it is always at the beginning of the sentence.
- Click-thru URL

Enterprise Computing Group, Redmond Media Group**Text Link**

- 2 lines of copy.
- First line appears in bold, 55 characters maximum, including spaces. The bolded portion must be specified when copy is supplied. The bolded segment should be your call to action copy.
- Second line, 65 characters maximum, including spaces. This is your descriptive text.
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Click-thru URL

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All creative is due 5 business days prior to launch. Please submit materials to:

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