



Supporter Social Media Posts Specs & Requirements

OPTION #1: Social Media Post – \$400

- **Specs:**
 - Post copy (up to 350 characters). Ensure your company name is included in the copy so that DPA may tag your accounts when posting from our channels.
 - Creative to be provided in 1080x1080 size; JPG or PNG format
- **Other information to provide:**
 - Social media user handles for vendor's Facebook, LinkedIn and Twitter profiles
 - URL to which the post should link
- Includes one post across all three DPA social media channels (Facebook, LinkedIn, Twitter).

OPTION #2: Social Media Post with creative assistance – \$600

- **Specs:**
 - Post copy (up to 350 characters). Ensure your company name is included in the copy so that DPA may tag your accounts when posting from our channels.
 - A headline, relevant to post copy (up to 25 characters)
 - Vendor logo vector file (EPS or AI) or other alternative file types (PSD, JPG, TIF, PNG). Graphic, headshot or product images should also be provided as one of these file types.
- Creative to be built in a 1080x1080 format. Vendor will be given 1 round of review to make any revisions to the graphic.
- **Other information to provide:**
 - Social media user handles for vendor's Facebook, LinkedIn and Twitter profiles
 - URL to which the post should link
- Includes one post across all three DPA social media channels (Facebook, LinkedIn, Twitter).

*Posts scheduled on a first-come, first-served basis – limited to two per week. All posts will be scheduled between **September 1 and October 16**. Supporter may select preferred week for posting (subject to availability).*

GRAPHIC EXAMPLES
(PV20 logo encouraged but not required)

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<https://digitalpathologyassociation.org/2020-pathology-visions-registration>

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