

HOW TO COMPLETE THIS FORM

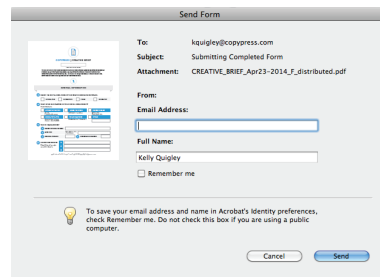
WITH A PDF READER (NON-ADOBE)

DO NOT FILL OUT FORM IN A WEB BROWSER
DO NOT USE THE SUBMIT BUTTON

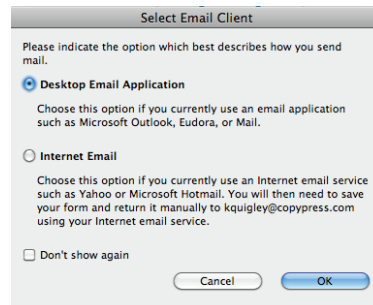
1. **Download** to your desktop and open in a pdf reader
2. Fill out all fields
3. Select **File > Save As** and give your pdf file a new name
4. Attach pdf to an email and send to your CopyPress contact

WITH ADOBE ACROBAT

1. **Download** to your desktop and open in Adobe Acrobat
2. Fill out all fields
3. Follow the above instructions OR
4. Click the "Submit" Button in the top right corner of the toolbar
5. This dialog box will pop up:

A dialog box titled "Send Form" with a light gray background. It contains a preview of the form on the left and a "Form Properties" section on the right. The "Form Properties" section includes fields for "To:" (kquigley@copypress.com), "Subject:" (Submitting Completed Form), and "Attachment:" (CREATIVE_BRIEF_Apr23-2014_F_distributed.pdf). Below these are fields for "From:", "Email Address:" (with a text input), and "Full Name:" (with a text input containing "Kelly Quigley"). There is a checkbox for "Remember me" which is unchecked. At the bottom, there is a small lightbulb icon and a note: "To save your email address and name in Acrobat's identity preferences, check Remember me. Do not check this box if you are using a public computer." There are "Cancel" and "Send" buttons at the bottom right.

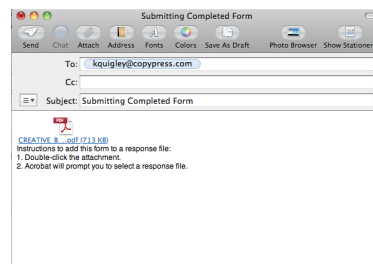
6. Enter **your email address** and hit "send"
7. Select **Desktop Email App** from the following dialog box:

A dialog box titled "Select Email Client" with a light gray background. It contains the text "Please indicate the option which best describes how you send mail." Below this are two radio button options: "Desktop Email Application" (selected) and "Internet Email". The "Desktop Email Application" option has a description: "Choose this option if you currently use an email application such as Microsoft Outlook, Eudora, or Mail." The "Internet Email" option has a description: "Choose this option if you currently use an Internet email service such as Yahoo or Microsoft Hotmail. You will then need to save your form and return it manually to kquigley@copypress.com using your Internet email service." There is also a checkbox for "Don't show again" which is unchecked. At the bottom, there are "Cancel" and "OK" buttons.

NOTE:

Selecting **Internet Email** will just prompt you to save a new pdf with a new name in a location. Attach this new pdf to an email and send to your CopyPress contact.

8. After selecting "Ok" an email box through a program like "Mail" (Mac) will pop up
9. Select appropriate recipient in TO: box and "Send"

A screenshot of an email client window titled "Submitting Completed Form". It shows the "To:" field with "kquigley@copypress.com" selected. The "Cc:" field is empty. The "Subject:" field contains "Submitting Completed Form". Below the subject field, there is a PDF attachment icon and the text "CREATIVE_BRIEF_Apr23-2014_F_distributed.pdf (713 KB)". Below the attachment, there are instructions: "Instructions to add this form to a response file: 1. Double-click the attachment. 2. Acrobat will prompt you to select a response file." The window has a standard Mac OS X title bar and menu bar.



COPYPRESS | CONNECTIONS QUESTIONNAIRE

[PROJECT/CLIENT NAME]

This questionnaire is vital to the success of your connections campaign. Please be as thorough as possible in answering all of the following questions.

Fillable forms are available in this pdf for you to complete and return this form to CopyPress. When you have completed all the information, **select file > SAVE AS** and **add your company name to the file name**. Return this completed form **by email** to your CopyPress contact.

1

CAMPAIGN INFORMATION

1	LENGTH OF CAMPAIGN (MO.)	<input type="text"/>	2	# CONNECTIONS PER MONTH	<input type="text"/>
3	PURPOSE OF CONNECTIONS	<input type="text"/>	4	TARGET DOMAIN	<input type="text"/>
5	TARGET RESOURCE URLs	<input type="text"/>			
6	RELEVANCE & VISIBILITY	<div><div>HIGH RELEVANCE</div><div>LOW RELEVANCE</div><div>←</div><div>→</div><div>LOW VISIBILITY</div><div>HIGH VISIBILITY</div><div><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/></div></div>			
7	COMPETITOR DOMAINS	<input type="text"/> <input type="text"/>			
8	CHOOSE YOUR VERTICALS	<div>Choose which verticals have the highest, second highest, and third highest relevance to your target domain.</div> <div><div>1</div><input type="text"/></div> <div><div>2</div><input type="text"/></div> <div><div>3</div><input type="text"/></div>			

10 IDEAL PUBLISHERS

Provide 3 sites that exemplify your ideal publisher.

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

11 POOR PUBLISHERS

Provide 3 sites that exemplify poor publishers.

1	<input type="text"/>
2	<input type="text"/>
3	<input type="text"/>

2

CAMPAIGN METRICS

Customize your connections metrics.

1	PAGE RANK (PR)	<input type="text"/>	2	ALEXA RANK	<input type="text"/>
		0-10			0-2,000,000
3	DOMAIN MOZ RANK	<input type="text"/>	4	AUTHORITY	<input type="text"/>
		0-10			0-100
5	TOP LEVEL DOMAIN (TLD)	<input type="text"/>	6	HOST COUNTRY	<input type="text"/>

3

QUALITY ASSURANCE (QA)

In order to ensure quality in a timely manner, CopyPress utilizes a highly capable internal QA process at no extra cost.

1	HOW WOULD YOU LIKE TO QA POTENTIAL PUBLISHERS?	<input type="text"/>
2	QUALITY CONCERNS?	<input type="text"/>

CONNECTIONS CONTENT

1 WHAT IS THE MAIN PURPOSE OF THIS CONTENT?

Check all that apply

☐

ATTRACT ATTENTION

- Go viral
- Increase brand awareness

☐

EDUCATE/INFORM

- Build authority in our industry

☐

ENCOURAGE AN ACTION

- Build email list
- Encourage a sale

☐

GENERATE TRAFFIC

- Attract new, large audiences
- Increase number of backlinks

☐

PUBLIC RELATIONS

- Provide value to our audience/client

☐

OTHER

2 PLEASE LIST A FEW DIRECT COMPETITOR URLs

3 IDEAL CONTENT EXAMPLES

Please provide a few links that exemplify ideal content type and explain why.

1

2

3

4 PROVIDE ANY TOPICS YOU HAVE IN MIND

5 TOPICS OR THEMES WE SHOULD AVOID

6

"BUZZ" WORDS THAT ARE IMPORTANT TO YOU

7

APPROVALS**A**Will you need to approve **topic ideas** before content is written?

(This may delay connections process)

☐

YES

☐

NO

BWill you need to **approve content** before it is sent out to publishers?

(This may delay connections process)

☐

YES

☐

NO

C

Do you have any image requirements?

If yes, please explain.

☐

YES

☐

NO

DDo you have any **brand guidelines, voice or product briefs** that will need to be considered during the writing process?

If so, please send along with this questionnaire.

☐

YES

☐

NO

8

ADDITIONAL INFO

If you have any additional QA concerns, requirements or instructions, please write them below.

*NOTE: 2 CONNECTIONS PER 10 MAY BE DENIED FOR REASONS OUTSIDE OF THE AGREED UPON STYLEGUIDE; ADDITIONAL DENIALS WILL BE CHARGED AT RATE OF \$100/CONNECTION.