



Welcome to your digital advertising journey with MediaMax! We're so excited to team up and bring your brand to life with impactful, high-performing digital media. Below you'll find the next steps, some quick best practices, and what we need from you to get off to a great start!

CREATIVE

Will you be providing your own digital ads? If yes, MediaMax will provide you with specs and schedule a kickoff call if requested by the client approximately 6 weeks prior to your campaign.

OR

Do you require assistance with ad development? If yes, all images, copy and logo and creative direction will need to be provided for ad development. Additional fees may apply. MediaMax will schedule a kickoff call if requested by the client approximately 6 weeks prior to your campaign. Photo, logo, copy and ad direction are required for ad development assistance.

Does your campaign require pixels for tracking?

If yes, MMN will require access to your Google Tag Manager (GTM) or MMN can provide the pixel with instructions for code placement. Pixel testing is required for campaign tracking.

Does your campaign have a Social program?

If yes, for Social platforms such as Meta, Instagram, LinkedIn, Pinterest and Reddit, MMN will request "Advertiser Access" to your respective platforms. Once this is accepted MMN can begin building out your campaign.

Timing and material deadlines

Campaigns can launch within **two weeks of receiving final creative assets.**

