

# Branded Content Advertising Specifications

Date: [Insert Date]

To: [Recipient's Name]

Company: [Recipient's Company]

Address: [Recipient's Address]

Dear [Recipient's Name],

We are excited to collaborate with you for our upcoming branded content campaign. To ensure that our partnership aligns with our brand's goals and standards, we have outlined the advertising specifications below:

## Content Specifications

- Content Type: [e.g., article, video, podcast]
- Length: [e.g., 500-1000 words, 2-5 minute video]
- Format: [e.g., HTML, MP4, MP3]

## Visual Guidelines

- Brand Logo: [Include usage guidelines]
- Color Palette: [Specify colors]
- Font Styles: [List approved fonts]

## Publishing Details

- Publication Date: [Specify date]
- Platforms: [List platforms for distribution]
- SEO Keywords: [List target keywords]

Please ensure that all content adheres to these specifications. If you have any questions or require further clarification, do not hesitate to reach out.

We look forward to a successful collaboration!

Sincerely,

[Your Name]

[Your Position]

[Your Company]

[Contact Information]