**DEADLINE FOR SUBMISSION:** JANUARY 10, 2019

**SUBMISSION GUIDELINES**

* This form should be submitted by one individual representing the workforce area: the Workforce Board Director, Career Center Director, or Brand Ambassador.
* When submitting this form, please write in your email:
	+ *Attached, please find the Paid Social Media Request submitted on behalf of [local area name].*
* Please ensure the Workforce Board Director and Career Center Director(s) are cc’d in the email.
* Please submit form to jhaber@moreadvertising.com and allison.mcintyre@mass.gov and cc masshire@mass.gov.

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| WORKFORCE BOARD NAME | CAREER CENTER NAMES/LOCATIONS  |
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| GEOGRAPHIC AREA(S) COVERED | NAME OF INITIATIVE NEEDING PAID MEDIA PROMOTION |
|  |  |
| MULTI-AREA COLLABORATION | IF YES, WHAT OTHER LOCAL AREAS WILL BE PARTICIPATING |
| YES | NO |  |
| GOAL OF INITIATIVE/PROGRAM/EVENT |
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| KEY MESSAGING YOU WISH TO COMMUNICATE ABOUT THIS INITIATIVE/PROGRAM/EVENT |
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| NUMBER OF INDIVIDUALS/BUSINESSES IMPACTED BY THE SUCCESS OF INITIATIVE | TARGET AUDIENCE (Circle one or both) | SPECIFIC BUSINESS SECTOR |
|  | BUSINESSES | JOB SEEKERS |  |
| TARGETED JOB SEEKERS (I.E. VETERANS, YOUTH, PEOPLE WITH DISABILITIES, ETC.) |
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| TIMEFRAME FOR INITIATIVE/PROGRAM/EVENT: (PROVIDE AS MUCH DETAIL AS POSSIBLE FOR US TO DEVISE THE MOST TARGETED AND FOCUSED CAMPAIGN DOLLARS.) |
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| ALL ADS NEED WILL NEED TO LINK TO A PAGE ON YOUR WORKFORCE BOARD WEBSITE OR CAREER CENTER WEBSITE. PLEASE INDICATE TO WHAT WEB PAGE YOU WILL BE DRIVING USERS: |
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