**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](mailto:jhaber@moreadvertising.com) and [allison.mcintyre@mass.gov](mailto:allison.mcintyre@mass.gov) and cc [masshire@mass.gov](mailto: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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