MARVEL

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CATEGORY	EXECUTION TYPE	LEAD TIME	ASSETS REQUIRED
Sponsored Content	Standard Sponsorship of Marvel New Media Shows	2-4 weeks	o Social handles+FB tagging confirmation o PNG of logo o Presented by Verbiage
	Custom Sponsorship of Marvel New Media Shows	4-6 weeks	o Social handles+FB tagging confirmation PNG of logos o Physical products (if applicable) o Video assets (if applicable) o Image assets (if applicable) o Talking points o Presented by verbiage o CTA language o Legal/ Sensitivities about product or service
	Custom Sponsorship of New Marvel New Media Series	min. 6-8 weeks	o Social handles+FB tagging confirmationo PNG of logos o Physical products (if applicable) o Video assets (if applicable) o Image assets (if applicable) o Talking points o Presented by verbiage o CTA language o Legal/ Sensitivities about product or service
	Custom Videos (Unboxings, Stop Motion, Other.)	6-8 weeks	o Social handles+FB tagging confirmationo PNG of logos o Physical products (if applicable) o Video assets (if applicable) o Image assets (if applicable) o Talking points o Presented by verbiage o CTA language o Legal/ Sensitivities about product or service
	Custom Livestreams	6-8 weeks	o Social handles+FB tagging confirmation o PNG of logos o Playable builds o Physical products (if applicable) o Video assets (if applicable) o Image assets (if applicable) o Talking points o Presented by verbiage o CTA language
Social	Standard Social Posts	2-4 weeks	o Social handles+FB tagging confirmation o Image and/or video assets o Physical products (if applicable)
	Custom Social Posts (i.e requires animation or creation)	4-6 weeks	o Social handles+FB tagging confirmation o PNG of logos o Physical products (if applicable) o Image/Video assets