



## Website Giveaway Process & Specs

What is it?	A website giveaway is an article dedicated to showcasing your prize and business. Most giveaways are around 300 words long and include photos. The giveaway will run for two weeks and be promoted on social media.
Is my prize ok?	Your prize must be worth at least \$100 (higher-value items do better, though) and have no strings attached. The winner must not be required to purchase anything. Coupons and discounts are not prizes and do not qualify as a giveaway.
Who does the writing?	A GRKIDS & Co. team member will write the giveaway based on the information you submit via our form.
Can I have readers perform a specific action to enter the giveaway.?	Yes, that is possible with our Lead Generating campaigns. Lead Gen campaigns are an upgraded giveaway where contests & interactive content are leveraged on our platforms to qualify leads for your business. Not only will your email database grow, but the qualified leads that come your way will drive revenue for your business. Email addresses are not provided via regular website giveaways. Talk to your sales rep about upgrading to a Lead Gen campaign.
Do I need to provide photos?	Yes. Photos will be submitted at the same time you submit your giveaway information. Upload at least 3 JPG or PNG images.
Will my photos work?	Photos help us promote you in a big way. Make sure your photos meet these parameters to boost your article's performance (low-quality photos will hurt your article). <ul style="list-style-type: none"><li>• Do not send photos with text overlay or filters</li><li>• High-resolution photos are preferred, PNG or JPG file format</li><li>• Header images are sized 800x600 px, landscape orientation. (We can crop to size.)</li><li>• Images within the article need to be at least 800 px wide.</li><li>• You are liable for the photos you submit. Only send images that you have rights to. You must also have photo releases // permission from any of the identifiable people in your photos.</li></ul>
What else do you need?	Please upload a logo.
Where do I upload my photos and outline?	You will be given a link to upload your photos and your giveaway details at the same time.
Who picks the winner?	We will choose a winner from the entrants and pass their contact info along to you.
How does the winner get the prize?	That is up to you. Our office will give you the winner's contact info. You will connect with them and let them know how to claim the prize.
Will my giveaway publish on time?	We hope so! If there is a delay in communication (you are on vacation, ill, etc) and we are unable to obtain content in a timely manner, the giveaway will be delayed.