

# Nasdaq Listing Market Offerings

## Timeline

**1-2 Months prior:** Meet with the marketing team to discuss activations and deliverables

**1 Month prior:** Provide tower shot deliverables (listed below) or custom tower art

**2 Weeks prior:** Approve tower Mockup

## Deliverables

**Tower Shot (submitted via [ETFMarketing@nasdaq.com](mailto:ETFMarketing@nasdaq.com) or submit [here](#))**

- ☐ White and color logo w/ transparent background (.jpeg or .png)
- ☐ Provide name and ticker of fund to appear on tower
- ☐ Company color palettes and fonts
- ☐ Custom artwork for tower (optional)
  - Marketing team can provide Tower Template for custom shots

## Author Page (optional)

- ☐ Square version of logo
- ☐ Name and contact of authorized signer for author page agreement
- ☐ Company biography
- ☐ Company Address

## After Launch Timeline

**Launch Day:** Share social posts using activations with our marketing team, and tag @Nasdaq in posts

**1 Month Post:** Establish recurring calls with the marketing team to discuss new activations

**Each Month Post:** Provide new content for [author page](#). A reminder for content with the [submission link](#) will be sent each month