

Nasdaq Listing Market Offerings

Timeline

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

1 Month prior: If setting up an author page, meet with Bart Brooks go over parameters and expectations of content

1 Month prior: Schedule your TradeTalk with Jill Maladrino

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

2 Weeks prior: Approve tower Mockup

1 Week: Provide talking points for your Trade Talk to Jill

Deliverables

Tower Shot (submitted via 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

Trade Talks

- Name and contact of Trade Talks speaker
- List of talking points to be covered in interview

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 quarterly 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