

### Prepare Your Newsletter Ad(s) in Three Easy Steps!

- 1 Identify your position(s)
- 2 Read the materials specifications
- 3 Assemble your ad(s)

### Positions

Position Name	Dimensions	File Format
<b>A</b> Title Sponsor	See below	Text and link
<b>B</b> Advertorial	See Below	JPEG + text
<b>C</b> First Display Box	300 x 250	JPEG, GIF
<b>D</b> Second Display Box	300 x 250	JPEG, GIF

Issue Sponsor = all of the above. Please provide two different display box ads

### Materials Specifications

**Important: You MUST provide a click-through link with all creative.**

Please note that some third-party tracking tags interfere with our own link tracking mechanism. In such cases, we will work with you to decide which tracking system takes priority.

### Title Sponsor Copy

**Maximum character count: 100 characters including spaces.**

**Your company name will be spelled out in text; logos will not be accepted.**

- Use the text area to say something really great about your brand and offerings. Click through link will be embedded in your company name (see example).

### Display Box Files (JPEG/GIF)

- **Maximum ad file size 80KB**
- **Ad dimensions 300 x 250 pixels.**
- Ad unit content must be clearly distinguishable from newsletter content, including a hairline border on light-color ads.
- If you supply an animated GIF file, the first pane must be able to stand alone as an ad to accommodate email programs that do not show animation. Flash files are not accepted.

### Advertorial Instructions

**Maximum image file size 80KB**

**Image dimensions 400 x 267 pixels**

**Headline text maximum 10 words**

**Body text maximum 500 characters (about 100 words) in a single paragraph only**

The advertorial position is your opportunity to showcase a newsworthy item about your company or special offer to BizBash readers. Submit a short headline and single paragraph along with one image that illustrates this text. No logos please. We suggest linking this ad to a page with more information about the specific story or offer.

### How to Submit Your Materials

- Send all materials by email to **production@bizbash.com**
- All materials due five (5) business days prior to start of your newsletter campaign
- Please note: Your copy may be edited to fit the space allowed and to match our editorial style. BizBash reserves the right, in its sole discretion, to reject any and all advertising content that, in its sole opinion, violates the law or is otherwise inappropriate.

