BIZBASH

Digital Release Advertising Material Specifications

Submit your ad in three easy steps!

1 Refer to this form for ad guidelines   **2** Create your ad   **3** Send your ad file over to us!

Full Page

17" x 9"

or

5100 x 2700 Pixels at full resolution, 1224 x 648 at screen resolution

Cover Placement

6 Inch Square

OR

1800 Pixel Square (print resolution; 430 square at screen resolution

Page File Requirements:

Prepare your files exactly as you would if sending them to press. Press Ready PDF is required for all submissions. Please note that screen resolution material, along with JPG and TIFF files regardless of resolution.

- All images must be high-resolution (150 or 300 dpi), and all fonts must be fully embedded.
- Include crop and bleed marks.
- Submit up to 3 click-through URLS for your ad. UTM tags are accepted.
- If including a video, include video URL or native video file. Do not embed video into PDF. You can design a player box with indicator buttons, and your video will play in a popup window that can be closed. Auto play upon page view is discouraged. More information: http://cms.nxtbook.com/clients/file-preparation/production-animation-specs
  Tips: Use larger type than you do for print: at least 12 point.
                 Sans serif fonts are more readable on screen than **serif fonts**.

Animated Ads
- Animation process uses three (3) files. You must submit all three. If you are unable to prepare an animated ad, we can assist.

  1. A flat PDF as described above.
  2. A .swf file with your animation for desktop digital.
  3. A HTML5 file for those environments that do not support Flash.

Cover Unit
- Your ad canvas is a 6" x 6" square, or 1800 x 1800 pixels at full resolution, 430 x 430 at screen resolution. Animation is permitted.
- Same file requirement as full page unit.
- You must submit your material three (3) days earlier than ad material deadline.

Traditional web material we accept include:
- Static skyscraper: 120 x 600 JPG or GIF. Third-party tags permitted.
- Static thin strip: Up to 1,224 px wide x 60 px high JPG or GIF. Third-party tags permitted.
- Load image (image that displays before magazine loads in browser): 400 pixel square.

More Specs and References:
Visual Reference/Demo: nxtbook.com/nxtbooks/bizbash/bizbashdemo/index.php
HTML Animation Guide: http://cms.nxtbook.com/clients/file-preparation/production-html-animations-guidelines-for-mobile-browser-iOS-Android-apps

How to submit materials

Files under 10MB can be sent via email to production@bizbash.com.

More than 10MB   dbinbox.com/BizBash, access code: BizBash1 OR
                                 upload to ftp://server-01.bizbash.com username: bbimageuser, password: publicuser1

File name must contain your company name and issue your ad is to appear in. Example: ClientName_Springissue.pdf

After your file has uploaded, please email us: production@bizbash.com and let us know!

If you have any print production-related questions or concerns, please contact production@bizbash.com or 646.839.6870