

Create your banner campaign ads in three easy steps!

- 1 Identify your purchased unit(s)
- 2 Choose the appropriate file format
- 3 Follow the specifications

Units and formats

Placement guide

Individual unit/CPM sales: Follow the specifications for your unit. You may submit multiple files for the same unit. **You must** submit mobile versions of the leaderboard and billboard units.

BizBash.com Annual Banner Program sales: Submit At least ONE OF EACH of the units defined on the right. Multiple units per position can be submitted.

Standard BizBash.com ad units

Ad unit name	Dimensions*	Accepted File Types
Tablet Leaderboard	728 x 90	jpg, gif, animation accepted
Mobile Leaderboard	300 x 50	jpg, gif, static only
Desktop Leaderboard	970 x 90	jpg, gif, animation accepted
Half Page	300 x 600	jpg, gif, animation accepted
Billboard	970 x 250	jpg, gif, animation accepted
Display Box	300 x 250	jpg, gif, animation accepted

If you have purchased an ad type that is not on this sheet, you will be provided with separate specifications.

Topic and Category Sponsorships are generated from your Premium Listing content. Please see listing specs for submission guidelines.

Materials specifications

File specifications

JPEG, GIF, or animated GIF files accepted.

Maximum file size 100KB.

Max animation length 15-sec.

Max animation repeat 3x.

Please note we do not support Flash™ creative.

Ad unit content must be clearly distinguishable from normal

Web Page content (i.e. ad unit must have clearly defined borders and not be confused with normal page content).

Other creative types

We accept most 3rd party script-based tags such as Doubleclick. Please contact production@bizbash.com to verify compatability of any others.

Custom HTML must be vetted by our developers and may be rejected if incompatible with any aspect of our website or ad serving system. Allow 14 days additional lead time.

Specs for specific rich media units will be provided separately.

Note: 3rd party and custom HTML tags are NOT accepted for Interstitial ad programs.

*** You MUST provide a click-through link with ALL creative.**

Submission guide

Traffic requirements

All ad materials are due at least 5 business days prior to the start of your campaign.

The expected time from receipt of materials to posting is 5 business days provided materials are complete and to spec.

Additional lead time (10 days) required for all rich media creative and all nonstandard ad units.

Materials submitted must be final and ready to post. If you require technical

assistance preparing your creative to the final specifications, BizBash may be able to connect you with a freelance designer which will be billed at an hourly rate.

For all banner ad properties, **you may submit new creative at any time.** The 5-day lead time to posting applies. For long-term campaigns, we recommend updating your creative about every three months.

Delivering creative

Send complete materials via email to production@bizbash.com.

Contact production@bizbash.com with questions regarding these specifications or delivery of materials. Contact your BizBash sales representative with any questions regarding your purchase.