BIZBASH

Your BizBash.com Wallpaper ad Instructions and Specifications

Materials Specifications

File requirements

The wallpaper unit CONSISTS OF <u>TWO COMPONENTS</u>. A click-through url must be provided with all creative.
• We cannot accept animation, rich media, 3rd party ad tags, HTML, HTML5 or audio for this placement.
• You may supply 1x1 impression tracking pixels and UTM tracking links.
• **TIP:** The background image scales to screen width—material on the left and right sides can be lost. Place your CTA text within the transparent image placed at the top center point.
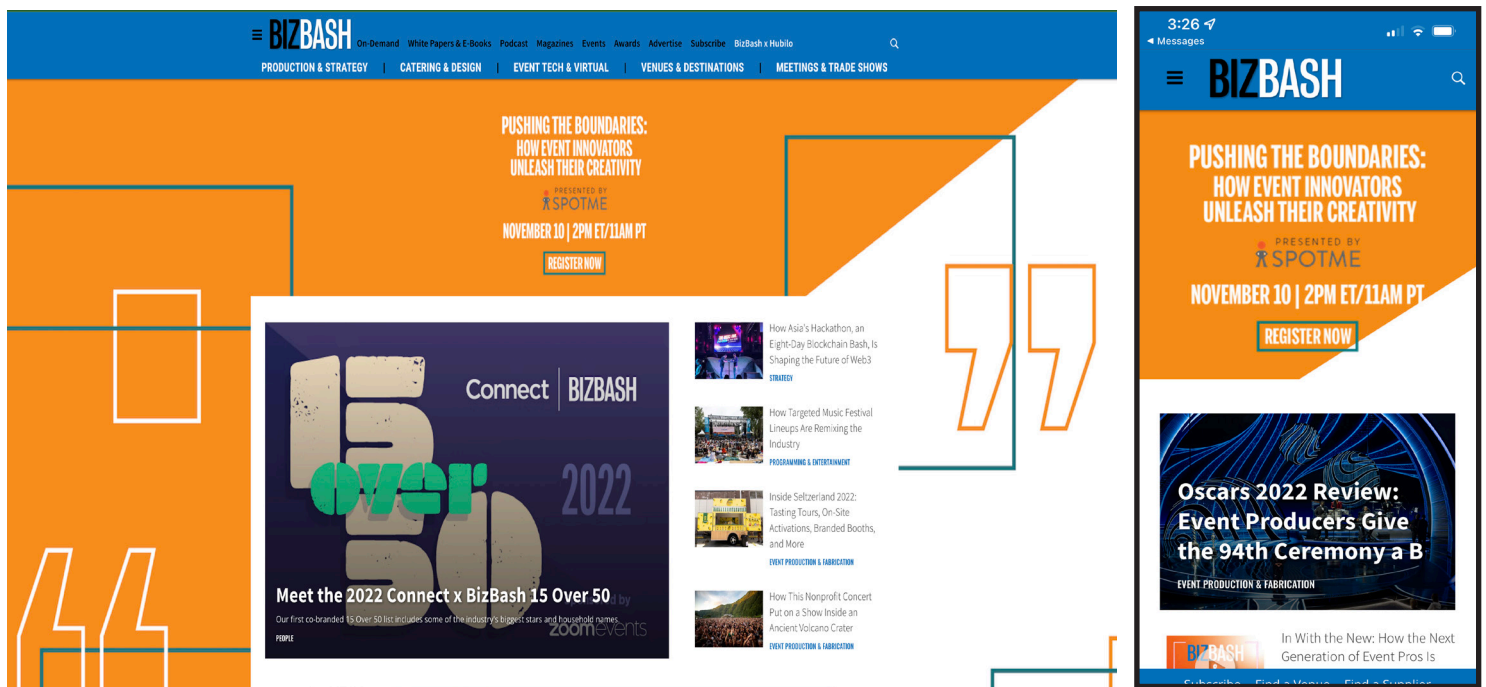
COMPONENT 1: Your Background Image
• Dimensions: 1658 x 1058 pixels. Format: jpg. The website content is about 972 pixels wide.
• The background scales with the screen size of a user's device, including the top of a mobile user's screen.
• DO NOT PLACE any text on the background image – that should be an extension of your brand.
• The (site name) header will cover about 100 pixels of the background image.

COMPONENT 2: Your CTA
• Dimensions 300 x 250 pixels. Format: **png**
• Image **must be on a transparent background**.
• ALL text should be reserved for this image which appears in the top center position and periodically repeats as user scrolls down the page.
• This unit displays both in the desktop and is ONLY display for mobile users.

Technical Example

Submission Guide

Traffic requirements

Ad materials are due 7 business days prior to the start of your campaign.

Your background image MUST be under 1MB

Materials submitted must be final and ready to post. I

Delivering creative

Send materials to production@bizbash.com.

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