

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. If you purchased a Leaderboard campaign, **you must** submit all three Leaderboard Units.

Annual Banner Program sales: Submit At least ONE OF EACH of the units defined on the right. Multiple units per position can be submitted. Campaigns will be optimized to run the most successful unit.

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

Materials Specifications

Image-based file specifications

JPEG, GIF, or animated GIF files accepted.

Maximum file size 100KB.

Max animation length 15-sec.

Max animation repeat 3x.

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).

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

In lieu of 3rd party tags, you may supply 1x1 impression tracking pixels and/or UTM click tracking links.

3rd party tags and HTML5 creative

Please note we do not support Flash™ creative.

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

We accept HTML5 creative. Please note that your zipped file must contain all supporting files and click through information. **When compressed, the total file size for each unit must not exceed 250kb.**

For both tag-based and HTML5 creative, please allow additional lead time to ensure creative displays and functions as expected.

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.