

Prepare Your Sponsored Post in Three Easy Steps!

1 Review these specifications

2 Prepare your creative

3 Complete [this form](#)

Welcome!

Thank you for purchasing a sponsored Instagram post on @BizBash. The context and content of your post MUST fit within the BizBash Mission statement: *To empower event professionals with ideas, intelligence, and resources to create smarter events.*

While not required, we recommend submitting both story and post creative. Select from these formats:

- Instagram Story
- Instagram Single Image Ad
- Instagram Carousel Ad (Maximum of 2 images).

Post Type	Image Dimensions	File Format	Aspect Ratio	File Size
Story	1080 x 1920 600 x 1067	.jpg, .png	9:16	30MB
Single Image	1080 x 1080 122 x 628	.jpg, .png	1:1	30MB
Carousel Ad	600 x 600 1080 x 1080	.jpg, .png	1:1 1:1	30MB

Avoid the use filters unless it is absolutely necessary to sharpen your photograph or to make it clearer.

Materials Specification Guidelines

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

UTM tracking links are accepted. 3rd party click tags and 1 x 1 impression tracking pixels are not supported.

The Description

Character Limit: 125 characters including spaces.

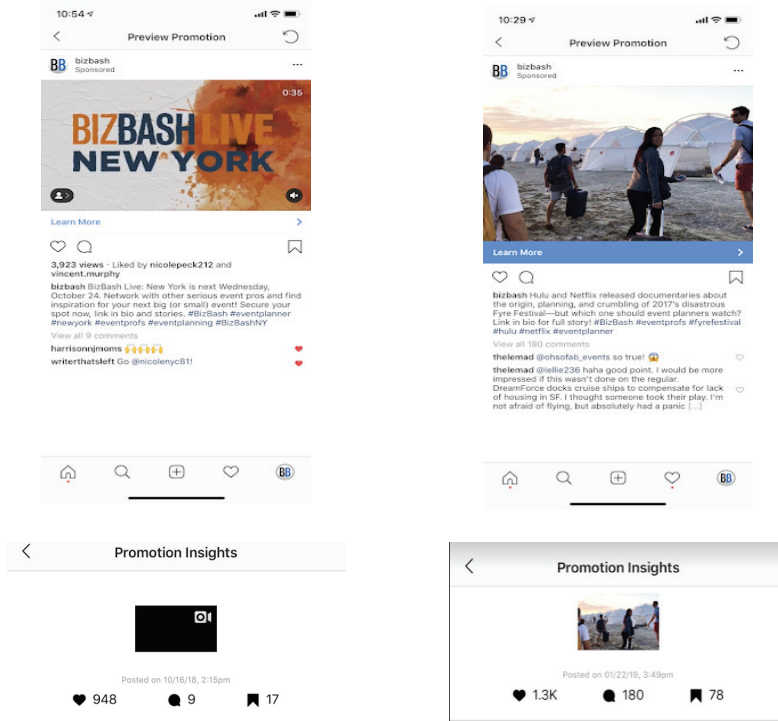
- Include a simple explanation of what the photo depicts and the context or event where it was taken.
- Avoid superlatives such as “awesome” or “amazing”.
- DO NOT use exclamation points in your caption.
- DO include appropriate hashtags and company/brand/event handles.
- Credit your photo with correct handles such as Event Designer: @Handle | Event Decor: @Handle | Photographer: @Handle.

Hashtags

- Include at least 5 or 6 hashtags.
- In the events industry #bizbash considered a branded hashtag with a large following. It will be automatically added to your post.
- See your submission form for a list of widely used and followed hashtags. If using a tag not on the list, check it first. If it has too few followers, don't use it.

Note: Sponsored posts to the @BizBash account will be clearly identified as sponsored.

Examples



How to Submit Your Materials

- **Complete the submission form found here.**
- Email any questions to production@bizbash.com
- All materials due five (5) business days prior to start of your campaign
- **Please note: Your copy WILL be edited to fit the space allowed and to match BizBash voice and 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.