BIZBASH

Branded Facebook Content Program
Material Specifications and Instructions

Prepare Your Sponsored Post in Three Easy Steps!

1 Review these specifications   **2** Prepare your creative   **3** Complete **this form**

Welcome!

Thank you for participating in the BizBash Branded Facebook Extension Program, where we help you take advantage of Facebook's targeting options to segment the BizBash planner audience and drive highly qualified traffic to your website.

Notes:
All posts will be designated as sponsored
All posts will be copyedited for grammar and usage
You are encouraged to send up to 4 slightly different versions of the same post. Facebook will determine the best performing version

Materials Specification Guidelines

> **Important: You MUST provide a click-through link your creative.**
> UTM tracking links are accepted. 3rd party click tags and 1 x 1 impression tracking pixels are not supported.

Sponsored Post Elements

Image Specs (you may provide up to 4 images)**:**
Recommended Dimensions: 1200 x 628 pixels.
Minimum Dimensions: 254 x 133 pixels.
Format: JPEG or PNG
Note: Images with 20% text or more could increase chances of failed delivery
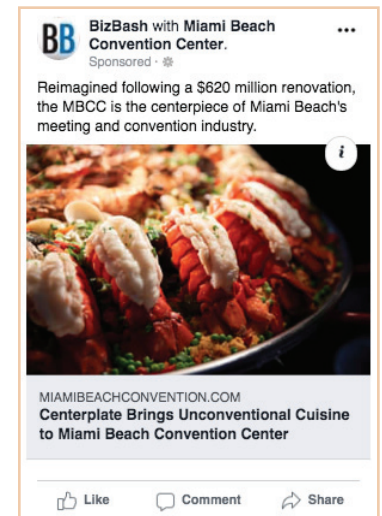**Text above your image:** Character Limit: 125 characters including spaces**.**

- Include a simple explanation of your content. It should provide incentive to click though to see more.
- Avoid superlatives such as "awesome" or "amazing" and DO NOT use exclamation points.

Text below your image: 25 characters, including spaces.
Link Description: 30 characters including spaces.

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.