

Prepare Your Sponsored Post in Three Easy Steps!

- 1 Review these specifications
- 2 Prepare your creative
- 3 Submit your ads

Welcome!

Thank you for participating in the BizBash + Connect Targeted Display Program, where we help you reach the BizBash and Connect audience on web sites they frequent beyond BizBash.com.

Note: You may use your existing BizBash or Connect banner creative

Materials Specification Guidelines

Placement guide

Annual Banner Program sales: Submit At least THREE (3) OF EACH of the units defined on the right. Campaigns will be optimized to run the most successful unit. While not all units are required for your campaign, we recommend you submit as many as possible for optimal results. We recommend you update your creative at least every 90 days for longer campaigns or monthly otherwise.

Campaign ad units

Ad unit name	Dimensions*
Tablet Leaderboard	728 x 90
Mobile Leaderboard	300 x 50
Desktop Leaderboard	970 x 90
Half Page	300 x 600
Billboard	970 x 250
Display Box	300 x 250
SkyScraper	160 x 600

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

UTM links are supported. We do not support Flash™ creative, third-party tags, or link shorteners.

Image-based file specifications

Static Image Ads: JPEG, GIF, or PNG

Animated Ads: Animated GIF, HTML5

File size: 150KB for GIF, JPG, or PNG images

Animation length: Up to 15-seconds, or 3 loops

Border: Creative must be clearly separated from site content, having either a clearly defined borders or a non-white background color.

3rd party tags and HTML5 creative

We do not accept most 3rd party script-based tags. Contact production@bizbash.com to verify compatability of any tags you wish to use prior to submission.

If submitting HTML5 creative, your zipped file must contain all supporting files and click through information. If exporting from an HTML5 creative engine, select Google Ad Manager Ad Server output. **When compressed, the total file size for each unit must not exceed 150kb .**

Please note there is no flexibility in ad unit file size. All material exceeding 150KB will be rejected.

We do everything we can to provide a brand-safe advertising environment for your message. Our systems proactively block any sites that are categorized as adult, hate speech, torrent, disaster related, as well as many sensitive topics. We use third party partners to scan all pages for inappropriate content before ads are placed. We can also offer whitelist or blacklist on a campaign by campaign basis for greater selectivity.

How to Submit Your Materials

- Email your files and any questions to production@bizbash.com
- All materials due five (5) business days prior to start of your campaign.