

### Create your banner campaign ads in three easy steps!

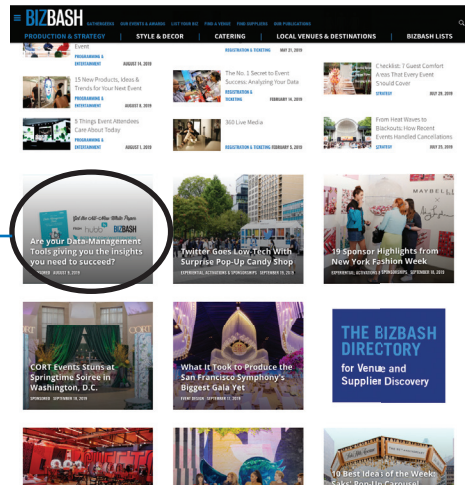
- 1 Create Your Graphic and Text
- 2 Complete and **Submit This Form**
- 3 Follow the specifications

### Units and Formats

Your ad will appear adjacent to relevant editorial.

We recommend you submit two sets of creative to keep your campaign fresh.

Though aligned with editorial content, your ad content must be clearly distinguishable as such.



### Materials Specifications

#### Image-based file specifications

Please supply static JPEG, GIF, files.

- Maximum file size 100KB.
- 16:9 Aspect Ratio
- Keep core imagery/messaging centered on the image canvas
- 3rd party ad tags are not supported.

#### Language and Links

You will need these copy elements:

- **Headline:** Up to 75 characters
- **Click through link.** You can supply a UTM tracking link for your ad

### 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.

**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 online 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.