

Your BizBash content activation program comes together in 3 easy steps!

- 1 Approve** the custom content piece written by BizBash editors.
- 2 Submit** your materials.
- 3 Reach** the BizBash audience with your custom content.

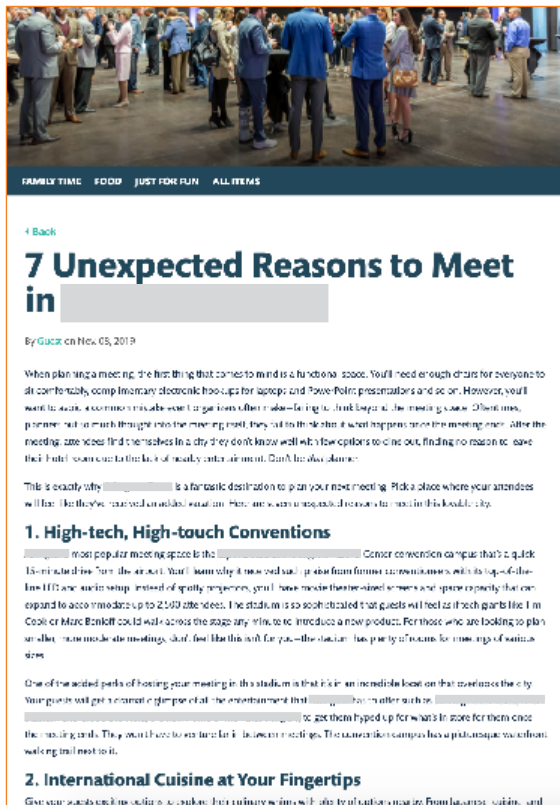
Welcome!

Thank you for purchasing a Content Activation program with BizBash. We can't wait to get your campaign up and running.

Here's what you'll receive:

- One (1) custom content piece, written by BizBash editorial* staff, to live on your website
- Promotion via BizBash social media channels, reaching more than 315k #eventprofs (Facebook, Instagram, Twitter, LinkedIn)
- Offsite targeted promotions drawing the BizBash audience back to your website through native ad placement
- Ability to pixel the audience and target them for your future marketing efforts

Sample, Specs & Sponsorship Details



Here's what we'll need from you:

- **Story URL from your website** (you may also provide UTM codes; destination redirects are not permitted, final URL must match display URL)
- **Headlines and description to promote your story**
- **Images and logos for advertisements**
- **Social media handles and branded content partner approvals** (click here for branded content approval directions)
- **Complete this form**

File Type	Text/Image/Logo Specs	File Format	Image Ratio	File Size
Headline (Short)	30 characters			
Headline (Long)	90 characters			
Description	90 characters			
Landscape Image	1200 x 628px	JPG, PNG	1.91:1	5120KB
Square Image	1200 x 1200px	JPG, PNG		5120KB
Landscape Logo	1200 x 300px	JPG, PNG	4:1	5120KB
Square Logo	1200 x 1200px	JPG, PNG		5120KB

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

Additional Terms & Conditions

*You may opt to write the content yourself, but it will be edited to adhere to BizBash guidelines and standards. BizBash reserves the right, at its sole discretion, to reject any and all advertising content that, in its sole opinion, violates the law or is otherwise inappropriate. Contact production@bizbash.com or your account representative with any questions.