BIZBASH *buzz*

eNewsletter Material Specifications and Submission Instructions

Prepare Your Newsletter Sponsorship Materials in Three Easy Steps!

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

Welcome!

Thank you for purchasing a BizBash Newsletter sponsorship. Your creative will appear in each of the three (3) available positions outlined in the table on the right.

We created a form to guide you every step of the way from copy submission to image upload in one easy step.

Click here to complete the form.

Position Name	Dimensions	File Format
Title Sponsor	See below	Text and link
Advertorial	See Below	JPEG + text
Display Box	300 x 250	JPEG, GIF
Sponsor Spotlight	640 x 360	JPEG, GIF

Click here to see a sample newsletter sponsorship.

Materials Specification Guidelines

Important: You MUST provide at least one (1) click-through link.
Please note that some third-party tracking tags interfere with our own link tracking mechanism. In such cases, we will work with you to decide which tracking system takes priority. 1 x 1 impression tracking pixels are supported.

Title Sponsor Copy

Character Limit: 100 characters including spaces.
Your company name will be spelled out in text; Images will not be accepted.
Use the text area to say something really great about your brand and offerings. Click through link will be embedded in the entire line.

Display Box Ad Unit

- Your Display Box ad should both include your company name and a call to action. Do not submit a plain photograph as readers will confuse it for editorial content and not know to click through to your site.
- Ad requirements: 300 x 250 pixels; JPEG, GIF, or PNG format; Maximum ad file size 100KB
- Ad unit content must be clearly distinguishable from newsletter content, including a hairline border on light-color ads.
- If you supply an animated GIF file, the first pane must be able to stand alone as an ad to accomodate email programs that do not show animation.

Advertorial

This position allows you to tease a newsworthy item or special offer to BizBash readers. Highlighted in grey, it is positioned as third item under This Week in Events. Submit a headline and single paragraph along with one image. No logos please. We suggest linking this ad to a page with more information about your story or offer

- **Image requirements:** 400 x 267 pixels; JPEG, GIF, or PNG format; Maximum image file size: 150KB
- **Text requirements:** Headline maximum 65 characters, or about 10 words; Body text maximum 380 characters (about 50 words) in a single paragraph only

Sponsor Spotlight

Historically BizBash placed an advertiser's Premium Sponsored Listing in this spot. We happy to offer you the opportunity to take advantage of this position's format to display a second, larger image and caption to reinforce your marketing message. If material is not supplied for this spot, it will default to your Premium Listing.

- **Image requirements:** 640 x 360 pixels; JPEG, GIF, or PNG format; Maximum image file size: 150KB
- **Caption:** 300 characters including spaces.

How to Submit Your Materials

- **Complete the submission form found here.**
- Email any click or impression tags along with any questions to **production@bizbash.com**
- All materials due five (5) business days prior to start of your newsletter campaign
- Please note: Your copy may be edited to fit the space allowed and to match our editorial style. BizBash reserves the right, in its sole discretion, to reject any and all advertising content that, violates the law or is otherwise inappropriate.