

## Create your banner ad in three easy steps!

- 1 Identify your purchased unit(s)
- 2 Choose the appropriate file format
- 3 Follow the specifications

## Units and formats

### Placement guide

**BizBash.com Banner Program:** For best results and maximum exposure across all devices, submit ONE OF EACH of the ad units defined on the right. You may submit multiple creatives per position, along with separate tracking links. Campaigns will be optimized to run the most successful unit.

**Display Roadblock Program:** Similarly, please submit one of each unit defined within the table on the right. Your ads will appear exclusively on pages defined in your sponsorshop.

*If you have purchased an ad type that is not on this sheet, you will be provided with separate specifications.*

### Standard BizBash.com ad units

Ad unit name	Dimensions*	Accepted File Types
Tablet Leaderboard	728 x 90	jpg, gif, animation accepted
Desktop Leaderboard	970 x 90	jpg, gif, static only
Medium Rectangle	300 x 250	jpg, gif, animation accepted
Half Page	300 x 600	jpg, gif, animation accepted
Billboard	970 x 250	jpg, gif, animation accepted
Mobile Billboard	300 x 50	jpg, gif, static only

## Materials specifications

### File specifications

**JPEG, static or animated GIF, and HTML5 files accepted.**

**Maximum file size 250KB.**

Max animation length 15-sec.

Max animation repeat 3x.

Max frame rate 24 fps.

**Please note we do not support Flash™ creative.**

**Ad unit content must be clearly distinguishable from normal**

**Web Page content** (i.e. ad unit must have clearly defined borders and not be confused with normal page content).

### Other creative types

We accept most 3rd party tags as well as impression tags please contact [production@bizbash.com](mailto:production@bizbash.com) to verify compatability.

Specs for specific rich media units will be provided separately.

**Note: Google ad manager will reject any ad over 1MB in which case creative will be returned to you to resize.**

**\* You MUST provide a click-through link with ALL creative.**

## 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.

**Additional lead time** (10 days) required for all nonstandard ad units.

**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 banner 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](mailto:production@bizbash.com).**

Contact [production@bizbash.com](mailto:production@bizbash.com) with questions regarding these specifications or delivery of materials. Contact your BizBash sales representative with any questions regarding your purchase.