

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

- 1 Select** what you wish to promote.
- 2 Submit** your materials.
- 3 Reach** the BizBash audience with your custom content.

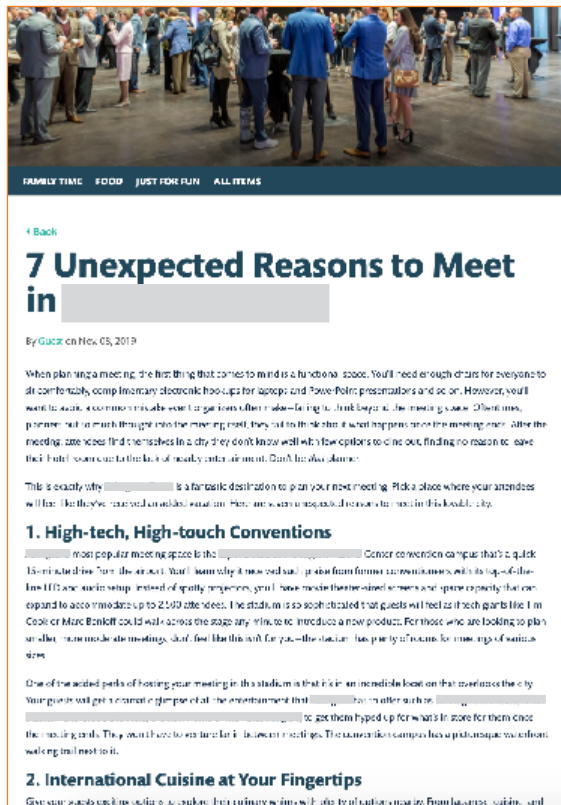
## Welcome!

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:

- 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)

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

\*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](mailto:production@bizbash.com) or your account representative with any questions.