



# Integrated Media Specifications

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## BASIC REQUIREMENTS FOR ALL AD SIZES

- 1) START date of ad campaign
- 2) END/ THRU date of ad campaign
- 3) Name of the BNP Media publication website the ad is to run on [with specific page(s) & location(s) within the page if applicable]
- 4) Creative for the ad including applicable responsive sizes per the chart below (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
- 5) Web address that the ad should link to (target URL)

All web ads should be sent via email to the sales representative. Display Ads can typically be activated online on the day the completed ad information is received.

Rich Media Preferred Submission Lead-Time: Minimum 3 business days before campaign start.

BNP Media websites are responsive and several ad positions require additional creative sizes for tablet and mobile experience.

Any exceptions to the below specifications will require Internet Manager approval.

## DISPLAY ADS

### ANIMATION

15 seconds max within ad units without being reinitiated by user.

### FILE FORMATS

JPG, PNG, GIF (static or animated), HTML5, Third Party Ad Tags\*\*

### HTML5 BEST PRACTICES:

(best practices provided in more detail in IAB's "HTML5 for Digital Advertising.")

HTML5 ads are like mini web pages. You can improve initial display by following a few guidelines:

- Provide inline CSS and use HTML to deliver initial display resources as much as possible
- Limit initial dependencies on any render-blocking .js or .css

- Load interactive elements as a deferred or secondary subload, but keep them efficient using techniques such as caching.
- Defer heavy file weights until user initiates interaction.
- Use techniques such as byte-serving to download partial content and to optimize for auto-play video.

- Avoid any unnecessary downloads.
- Prevent delays. Test your HTML5 creative with this easy tool.

<https://h5validator.appspot.com/dcm>

All components of display ads, including creative, tracking and 3rd party tags, must be able to serve via SSL (https://).



### BORDERS REQUIRED!

Any ads featuring a white or black background are required to have a 1 pixel grey border (#CCCCCC ONLY) around the perimeter of the ad in order to separate it from page content.

## RICH MEDIA (blue shaded ads)

### ANIMATION

WITHIN AD UNITS: 15 sec max length (unlimited user initiated), 1.1 MB max file size for host-initiated video (unlimited user initiated)

BILLBOARD: 30 sec max length (unlimited user-initiated) 2.2 MB max file size for host-initiated video (unlimited user-initiated)

MAX VIDEO & ANIMATION FRAME RATE: 24 fps

\*\*3rd party ad tags are accepted, provided the ad already functions correctly as rich media (expands/contracts, working close button, etc.).

EXPANDABLE LEADERBOARD/SKYSRAPER/PUSHDOWN ADS will expand/contract on rollover/off.

FLOATING/INTERSTITIAL/BILLBOARD ads must feature a prominent close button in the upper-right corner.

All ads must load muted; user-initiated sound on click only.

### IN-AD VIDEO SPECS

DURATION: 15 seconds; ON LOAD: No sound; ON CLICK: All sound & animation must stop. Must include progress bar, play/pause/stop button, mute/unmute button.

## SPECIFICATIONS

| HOMEPAGE                                   | CREATIVE DIMENSIONS              |                                  |                                | FILE SIZE                                   |                     |
|--|----------------------------------|----------------------------------|--------------------------------|---|---------------------|
|  | DESKTOP                          | TABLET                           | MOBILE                         | DESKTOP & TABLET <sup>1</sup>               | MOBILE <sup>2</sup> |
| LEADERBOARD (ROS)                          | 728X90                           | 728X90                           | 320X50                         | 200KB                                       | 50KB                |
| -Super Leaderboard (ROS)                   | 970X90                           | 728X90                           | 320X50                         | 200KB                                       | 50KB                |
| -Expandable Leaderboard (ROS)              | 728X90<br>(expands to 728 x 315) | 728X90<br>(expands to 728 x 315) | 320X50<br>(expands to 320x415) | 200KB/300KB                                 | 50KB/200KB          |
| -Pushdown (ROS)                            | 970X90<br>(expands to 970 x 415) | 728X90<br>(expands to 728 x 315) | 320X50<br>(expands to 320x415) | 200KB/300KB                                 | 50KB/200KB          |
| RECTANGLE AD                               | 180X150                          | 180X150                          | 180X150                        | 200KB                                       | 50KB                |
| MOBILE BANNER                              | 320X50                           | 320X50                           | 320X50                         | 50KB  | 50KB                |
| HALF PAGE (ROS)                            | 300X600                          | 300X600                          | 300X250                        | 200KB                                       | 200KB               |
| -Wide Skyscraper (ROS)                     | 160X600                          | 160X600                          | 300X250                        | 200KB                                       | 200KB               |
| -Expandable Wide Skyscraper (ROS)          | 160X600<br>(expands to 320x600)  | 160X600<br>(expands to 320x600)  | 300X250                        | 200KB                                       | 200KB               |
| MEDIUM RECTANGLE (ROS)                     | 300X250                          | 300X250                          | 300X250                        | 200KB                                       | 200KB               |
| FLOATING AD / INTERSTITIAL                 | 800X600                          | 768X768                          | 300X250                        | 200KB/300KB                                 | 200KB/300KB         |
| SLIDER AD                                  | 950X90<br>(expands to 950x460)   | 728X90<br>(expands to 768x768)   | 320X50<br>(expands to 320x480) | 200KB/300KB<br>(for user initiated content) | 50KB/200KB          |
| SUB-PAGES                                  | DESKTOP                          | TABLET                           | MOBILE                         | DESKTOP & TABLET <sup>1</sup>               | MOBILE <sup>2</sup> |
| LEADERBOARD (ROS)                          | 728X90                           | 728X90                           | 320X50                         | 200KB                                       | 50KB                |
| -Super Leaderboard (ROS)                   | 970X90                           | 728X90                           | 320X50                         | 200KB                                       | 50KB                |
| -Pushdown (ROS)                            | 970X90<br>(expands to 970x415)   | 728X90<br>(expands to 728x315)   | 320X50<br>(expands to 320x415) | 200KB/300KB                                 | 50KB/200KB          |
| -Billboard (sub-page only)                 | 970X250                          | 728X90                           | 320X50                         | 200KB/1MB                                   | 50KB                |
| -Expandable Leaderboard (ROS)              | 728X90<br>(expands to 728 x 315) | 728X90<br>(expands to 728 x 315) | 320X50<br>(expands to 320x415) | 200KB/300KB                                 | 50KB/200KB          |
| HALF PAGE (ROS)                            | 300X600                          | 300X600                          | 300X250                        | 200KB                                       | 200KB               |
| -Wide Skyscraper (ROS)                     | 160X600                          | 160X600                          | 300X250                        | 200KB                                       | 200KB               |
| -Expandable Wide Skyscraper (ROS)          | 160X600<br>(expands to 320x600)  | 160X600<br>(expands to 320x600)  | 300X250                        | 200KB                                       | 200KB               |
| MEDIUM RECTANGLE (ROS)                     | 300X250                          | 300X250                          | 300X250                        | 200KB                                       | 200KB               |
| LEFT WIDE SKYSRAPER (article only)         | 160X600                          | 160X600                          | 300X250                        | 200KB                                       | 200KB               |
| MIDDLE MEDIUM RECTANGLE (index page only)  | 300X250                          | 300X250                          | 300X250                        | 200KB                                       | 200KB               |
| ARTICLE SPONSORSHIP AD (article page only) | 180X150                          | 180X150                          | 180X150                        | 200KB                                       | 200KB               |

1. File sizes are listed as Max Initial File Load Size/Host-initiated Subload for Interactive Ads

2. FOR MOBILE RESPONSIVE: No Flash animation, only GIF animation accepted (duration 15 sec). Provide native image file(s) + click-thru URL.

## NATIVE ADVERTISING AND SPONSORED CONTENT

### REQUIREMENTS AND SPECIFICATIONS

**DEADLINE: 2 weeks prior to launch date**

**NEEDED:**

- BRAND
- DATE(S) CAMPAIGN RUNNING
- SPONSOR (COMPANY NAME)
- CONTACT NAME
- EMAIL ADDRESS
- PHONE NUMBER
- COMPANY WEB ADDRESS (LINK YOU WANT TO APPEAR)
- COMPANY FACEBOOK PAGE
- TWITTER ACCOUNT
- DESCRIPTION OF COMPANY (30 WORDS OR LESS)
- COMPANY LOGO (HIGH RES IMAGE, AT LEAST 600 PIXELS WIDE, W/TRANSPARENT BACKGROUND - PNG OR GIF)

**PACKAGE INCLUDES:**

- WEBSITE LANDING PAGE FEATURING SPONSOR'S CONTENT, PRESENTED WITH LOGO, ADS AND TWITTER FEED
- FEATURED ON [BRAND'S] HOMEPAGE
- ENEWSLETTER CONTENT AD
- SOCIAL MEDIA

### SPONSOR CONTENT PIECE

BNP Media brands maintain editorial integrity and encourage you to submit high-quality objective and **NON-COMMERCIAL content** that would be considered valuable to our readers. For example, an article about trends or industry solutions would be more appropriate than an article about your products or services. Content may be in article format (blog, listicles, how-to, etc.) or video format. We have the right to review, edit or refuse sponsor content as determined by the editor or publisher. Standard advertising terms and conditions (as well as content copyright terms), as outlined on the insertion order, also apply. All sponsor content will be labeled as such, and the relationship between the advertiser and the brand will be transparent. **If BNP Media is producing your content through OrangeTap, let us know!**

### REQUIREMENTS

**For articles (in Word document):**

- 500 – 2,000 words of text
- suggested headline
- suggested teaser (approx. 30 words)
- author byline, bio (author photo optional)
- photo credits or captions if applicable

**Keywords (optional):** List up to 10 keywords that will be tagged to the article for searches on our site.

**Graphics / Artwork / Media:**

- **IMAGE SPECS:** All original full-size images should be supplied, or in web-ready format as either jpg, gif or png (900x550). A minimum of one feature image is required.
- **LOGO**
- **VIDEO SPECS:** If you are supplying video to run with your content, Video must be submitted in as a digital file, fully edited and in the finished version. **RESOLUTION** (dimensions): Anything up to 1920 x 1080 pixels. **FILE SIZE:** Under 2GB. **LENGTH:** Under 5 minutes is recommended. **FILE FORMATS:** .mp4, .mov, .wmv, .flv, .mpg, .avi.

### WEBSITE ADS

Ad Inventory for Website (will appear on your content page).

Supply all:

- One (1) Leaderboard - 728 x 90 (72 dpi JPG or GIF), and an additional 320x50 required for mobile display.
- One (1) Medium Rectangle - 300 x 250 (72 dpi JPG or GIF)
- Two (2) Skyscraper - 160 x 600 (72 dpi JPG or GIF), and an additional 300x250 required for mobile display.

### ENEWSLETTER CONTENT

An ad in the brand's eNewsletter will link to your content on our website. Leads are available upon request. BNP Media to create eNewsletter ad from your sponsor content (approx. 50 words of text, artwork or logo).

### SOCIAL MEDIA POSTS

BNP Media will create and deploy social media ads from your sponsor content, including Tweets and Facebook posts on brand's website. Date of deployment to be determined. Each will be linked to your content piece on brand's website and labeled as sponsored posts.

## WEBSITE SHOWROOM

### SPECIFICATIONS

#### COMPANY LOGO

FORMAT: JPG, GIF or PNG

RESOLUTION: 72dpi

SIZE: 15k or less

DIMENSIONS: 300 pixels wide

#### IMAGES

QUANTITY: Up to 3 total images

FORMAT: JPG, GIF or PNG

RESOLUTION: 72 dpi

SIZE: 15k or less

DIMENSIONS: Up to 900 x 550 pixels

#### WORD COUNT

200 words

## WHITE PAPER

### SPECIFICATIONS

#### SIZE

4-10 pages (larger files will be evaluated)

#### SYNOPSIS

50-200 word synopsis of white paper

#### FORMAT

PDF or Word doc

#### COMPANY LOGO

FORMAT: JPG, GIF or PNG

RESOLUTION: 72dpi

SIZE: 15k or less

DIMENSIONS: 200 pixels wide

#### WEBSITE AD

300 X 250 pixels sponsored ad



## e-NEWSLETTERS

- 1) START AND END/THRU dates of ad campaign
- 2) Name of the BNP Media eNewsletter the ad is to run in [with the ad's specific position within the eNewsletter if applicable]
- 3) Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
- 4) Web address that the ad should link to (target URL)

## SPECIFICATIONS

### STANDARD eNEWSLETTER AD SIZES

- BANNER: 468 x 60 pixels
- MEDIUM RECTANGLE: 300 x 250 pixels
- LEADERBOARD: 728 x 90 pixels
- RECTANGLE: 180 x 150 pixels

### CUSTOM e-NEWSLETTER AD SIZES

- BANNER: 468 x 60 pixels
  - SKYSCRAPER: 160 x 600 pixels OR 120 x 600 pixels
  - VERTICAL RECTANGLE: 240 x 400 pixels
  - MEDIUM RECTANGLE: 300 x 250 pixels
- Sizes may not be available on all brands.  
Ask your rep for details.

### FILE SIZE

40k or less

### RESOLUTION

72dpi

### FILE FORMATS

JPG, PNG, GIF, 3rd party 1x1 impression/click tracking tags

### ADDITIONAL INFORMATION

**Text ads** can also be included in eNewsletters. Text ads should be kept to approximately 50 words or less. A 230 x 141 pixel image may also be used to supplement the text ad. All text ads are required to include, "Advertisement" above the text ad.

*\*See example image below*

**Sponsored videos** can also be included. A 350 x 196 pixel screenshot of the video should be provided, along with the link to the hosting site for the video. BNP Media will then place an overlay on the screenshot, which consists of a "Sponsored Video" bar and a play button. Videos cannot be embedded directly into eNewsletters since not all email clients are capable of playing rich media.

### Email rendering with Outlook 2007 - Outlook 2013:

Please note that the Outlook 2007, Outlook 2010, and Outlook 2013 email systems DO NOT support animated gifs. For those recipients who use Outlook 2007, Outlook 2010, or Outlook 2013, the ad will be static; only the first frame will display. Therefore, if your ad is an animated gif, be sure to place your call to action in the first frame.

**Supplemental Image (optional):**

- Follow image guidelines above
- The image is linked to the advertiser's site



**"Advertisement"** } \*Advertisement\* is required above the title

Warm Tortillas for Better Filling and Folding } Title of text ad

Grote's new Inline Tortilla Warmer uses heat and optional mist to condition tortillas and flat breads for wraps and burritos—drastically reducing cracks and improving quality. Get a consistent, even temperature and improved pliability of up to 60 tortillas per minute, per lane. [Learn more from Grote](#)

**Body Text:**

- Approximately 50 words or less
- Single paragraph
- Ends in "Learn more from [advertiser's name]"
- "Learn more from [advertiser's name]" is linked to the advertiser's site

Example of text ad

## PRODUCTS OF THE MONTH

### SPECIFICATIONS

#### WORD COUNT

500 words or less

#### IMAGES

- QUANTITY: 2 total (1 product + 1 company logo)
- FORMAT: JPG, GIF or PNG
- DIMENSIONS: 900 x 550 pixels
- RESOLUTION: 72 dpi
- SIZE: 15k or less

#### CONTACT INFO

- Company Name
- Address
- Phone, Fax
- Email Address
- Website URL

## PODCASTS

### SPECIFICATIONS

**FORMAT**

.mp3

**FILE SIZE**

2MB

**RUNNING TIME**

Less than 10 minutes.

For longer podcasts, please contact your sales rep.

**CONTENT**

Title, 50-word description, company logo, speaker photo.

## VIDEO

Video must be submitted as a digital file, fully edited and in its finished version.

### SPECIFICATIONS

**RESOLUTION** (dimensions)

Any size up to 1920 x 1080 pixels

**FILE SIZE**

Under 2GB

**LENGTH**

Under 5 minutes is recommended for advertisers, but longer videos can be used.

**FILE FORMATS**

.mp4, .mov, .wmv, .flv, .mpg, .avi

## DIGITAL MAGAZINES (SPECIFICATIONS PROVIDED BY BLUETOAD)

**ROTATING ADS**

Horizontal Margin Ad

728x90 pixels (FULL AD)

160x90

350x90

540x90

Vertical Margin Ads

120x600 pixels (Vertical Skyscraper)

120x90

120x192

120x294

120x396

Wide Vertical Margin Ads

160x600 pixels (Vertical Wide Skyscraper)

160x90

160x192

160x294

160x396

**FORMAT**

JPG, PNG, SWF

**RESOLUTION**

72 dpi

**FILE SIZE**

40k or less

**ANIMATION**

Within ad units, 30 seconds maximum, without being re-initiated by the user. 15 seconds maximum for total animation.

**ADDITIONAL INFO**

A) Full page magazine advertisement, provided as a PDF

B) Video must be uploaded in MP4, F4V or FLV video format with the following requirements:

- The recommended bitrate is between 300kb/s and 700kb/s.
- The maximum file size for a video is 100MB.
- Videos must have a duration of 1 second or more.
- The only supported audio codec for FLV files is MP3.
- MP4 files must use the H.264 or x264 codecs for video and the AAC or MP3 codecs for audio.

C) Flash animations

Mobile platforms do not support Flash, so the use of Flash content in embedded HTML files will fail.

For more information, [please visit this link](#).

## ONLINE DIRECTORIES

### SPECIFICATIONS

#### COMPANY LOGO

COLOR: 4-Color

FILE FORMAT: JPG, EPS, GIF

FILE SIZE: 200 pixels, 72 dpi

#### ONLINE MINI ADS / PRODUCT PHOTOS

COLOR: 4-Color

FILE FORMAT: JPG, EPS or GIF

DIMENSIONS: 900 x 550 pixels

FILE SIZE: 72 dpi

NOTE: You may submit a 25 character title and link to a product specific page for each

**NOTE: If the package purchased includes using the mini ad/product photo in print also, please use the print specifications for your submission.**

#### QUESTIONS ABOUT PREMIUM PACKAGES

Please contact [directories@bnpmedia.com](mailto:directories@bnpmedia.com)

#### OTHER

For Video specs, please see standard specs above (page 5).

For Leaderboard and Rectangle Ad specs, please see standard specs above (page 2).

## CUSTOM LANDING PAGES & MICROSITES

A page or set of pages within a publication website dedicated to content about an advertiser. Content may be provided by the advertiser or reused from elsewhere on the website.

### SPECIFICATIONS

#### BASIC INFO NEEDED PRIOR TO DESIGN AND BUILD

Before a microsite can be created and built, our web designers need to have an idea what the client's expectations are for their microsite (to promote their company or product, link back to their site, etc) and if there are specific sales goals/contracts in place for the project. Once this is established, the more images, graphics, rough layouts, electronic content and examples that can be provided, the easier and quicker it will be for the web designers to layout, and the web group to build the microsite.

## WEBINARS

### SPECIFICATIONS

#### **FIRST DEADLINE: 12 weeks before the webinar date**

##### **TOPIC TITLE**

Should grab the attention of the audience and summarize the event's topic in 10 words or less.

##### **DESCRIPTION**

100-word description/overview of the webinar being presented. Include 4 bullet point benefits of attending the webinar along with key points being discussed.

##### **SPEAKER INFO**

The name and title of the speaker(s). A short bio (50 words) of each speaker along with a head shot photo (300dpi, TIFF or EPS format). Contact info for each speaker (email and phone number).

##### **COMPANY INFO**

300 dpi logo in TIFF or EPS format, along with the company's website address (URL).

##### **PRE-QUALIFYING QUESTIONS**

Multiple choice questions that will help target registrants for your sales/marketing purposes. (OPTIONAL)

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#### **SECOND DEADLINE: 2 weeks before the webinar date**

##### **POWER POINT PRESENTATION**

The presentation slides presented by the speaker(s). Presentation should last around 40 minutes with 20 minutes left for Q&A. Use a "slide master" for a consistent look and feel throughout your presentation. Animations are allowed. Keep text short and to the point.

TIPS: <http://bcove.me/jymzqf6a>

##### **POLLING QUESTIONS**

Multiple choice or true/false questions that will be presented to the audience during the presentation. Each question may have up to 6 possible answers. (OPTIONAL)

##### **SURVEY QUESTIONS**

In addition to our template survey, add up to two survey questions delivered after the event is over. (OPTIONAL)

TEMPLATE: [https://content.inxpo.com/FileLibrary/1084/30/survey\\_template.pdf](https://content.inxpo.com/FileLibrary/1084/30/survey_template.pdf)

##### **PLANT QUESTIONS**

Backup questions to use during the Q&A session in the event there are not enough audience questions submitted.

##### **DIRECT DIAL BACK NUMBER**

Phone number of presenter to call in case of any technical issues during the live event.

##### **TEST YOUR SYSTEM**

<https://presentations.inxpo.com/SharedContent/HTML/VX/ComputerTipsStudio.htm>

##### **SUBMITTING FILES**

Please upload to BNP Media's FTP site at <http://upload.bnpmmedia.com>. Choose INTERACTIVE MEDIA as your publication. Fill out the rest of the fields including your Online Events Coordinators email address in the notification box



## PHOTO GALLERY

### SPECIFICATIONS

#### **TITLE OF GALLERY**

5-7 words

#### **DESCRIPTION OF GALLERY**

Max 40 words

#### **PHOTOS**

All images should be web ready images in JPG, GIF or PNG format at 72dpi resolution. Two sizes needed for each photo:

LEAD IMAGE - 900 x 550.

#### **NUMBER OF PHOTOS**

Max 20 photos

#### **CAPTIONS**

Max 45 words. May include a URL to link to.

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## MOBILE APP ADS

There are a limited, but effective, number of advertising opportunities in our BNP Mobile Apps.

These ad positions are fully trackable in DoubleClick.

### SPECIFICATIONS

#### **SMARTPHONE** (Available for iPhone and Android devices)

BANNER: 320 x 50 pixels (GIF, JPG or PNG). Max file size 50k

INTERSTITIAL: 320 x 480 pixels (GIF, JPG or PNG). Max file size 50k

#### **TABLET** (Available for iPad and Android devices)

BANNER: 728 x 90 pixels (GIF, JPG or PNG). Max file size 80k

INTERSTITIAL: 768 x 1024 pixels (GIF, JPG or PNG). Max file size 250k

#### **THIS INFO APPLIES TO BOTH SMARTPHONES AND TABLETS**

ANIMATION/LOOPING: NO Flash animation, only GIF animation accepted. Duration of animation should be 15 seconds.

DELIVERABLES: Provide native image file(s). Provide click-thru URL.



**CONTACT US**

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*bnpmedia.com*

*CUSTOM CONTENT & MARKETING SERVICES*

***orangetapmarketing.com***

*MARKET RESEARCH*

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***STILL NOT SURE WHO TO CONTACT?***

Visit **BNP Media** and **FIND YOUR BRAND** to connect with a sales rep for more information.