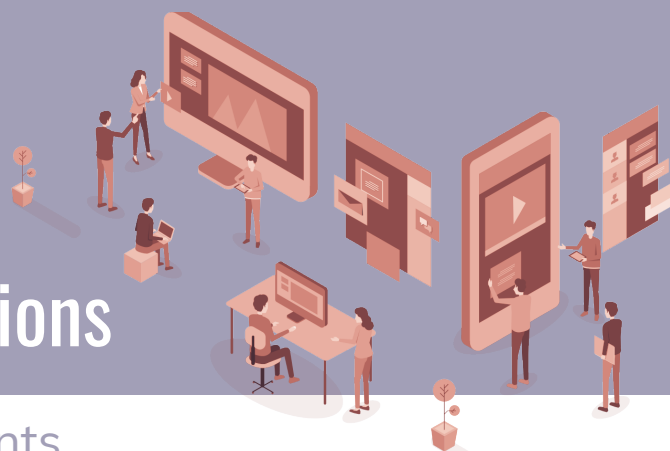




# Integrated Media Specifications



## Table of Contents

<b>WEBSITE ADS - DISPLAY ADS</b>	<b>2</b>
LEADERBOARD - 728 x 90	
MEDIUM RECTANGLE - 300 x 250	
RECTANGLE - 180 x 150	
SKYSCRAPER - 160 x 600	
SUPER LEADERBOARD - 970 x 90	
HALF PAGE - 300 x 600	
<b>WEBSITE ADS - RICH MEDIA</b>	<b>2</b>
BILLBOARD - 970 X 250	
PUSHDOWN - 970 X 90 (970 x 415 expanded size)	
ADHESION AD - 950 X 90 (950 x 460 expanded size)	
<b>CUSTOM MEDIA</b>	<b>3</b>
INTERACTIVE PRODUCT SPOTLIGHT (IPS)	
INFOGRAPHICS	
<b>CUSTOM MEDIA</b>	<b>4</b>
eBOOK	
CUSTOM eNEWSLETTERS / eBLASTS	
<b>NATIVE ADVERTISING / SPONSORED CONTENT</b>	<b>5</b>
<b>WHITEPAPERS</b>	<b>6</b>
<b>ONLINE DIRECTORIES PREMIUM PACKAGE</b>	<b>6</b>
<b>eNEWSLETTERS</b>	<b>7</b>
<b>FEATURED PRODUCTS</b>	<b>7</b>
<b>PODCASTS</b>	<b>8</b>
<b>VIDEO</b>	<b>8</b>
<b>DIGITAL MAGAZINES</b>	<b>8</b>
<b>INFOCENTERS</b>	<b>9</b>
<b>SOCIAL MEDIA POSTS</b>	<b>9</b>
<b>WEBINARS</b>	<b>10</b>
<b>eBLASTS (EXCLUSIVE)</b>	<b>11</b>
<b>eBLASTS (MULTI-SPONSORED)</b>	<b>12</b>
<b>CONTACT US</b>	<b>13</b>

## 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** at right)
- 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.

## 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.**

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 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.).**

**PUSHDOWN ADS** will expand/contract on click.

**ADHESION ADS** will 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



### AD TYPE

#### LEADERBOARD

##### -Super Leaderboard

##### -Pushdown

##### -Billboard

#### HALF PAGE

##### -Wide Skyscraper

#### MEDIUM RECTANGLE

DIMENSIONS			FILE SIZE	
DESKTOP	TABLET	MOBILE	DESKTOP & TABLET <sup>1</sup>	MOBILE <sup>2</sup>
728 x 90	728 x 90	320 x 50	200KB	50KB
970 x 90	728 x 90	320 x 50	200KB	50KB
970 x 90 (expands to 970 x 415)	728 x 90 (expands to 728 x 315)	320 x 50 (expands to 320 x 415)	300KB	200KB
970 x 250	728 x 90	320 x 50	300KB	50KB
300 x 600	300 x 600	300 x 250	200KB	200KB
160 x 600	160 x 600	300 x 250	200KB	200KB
300 x 250	300 x 250	300 x 250	200KB	200KB

### HOMEPAGE ONLY

#### MIDDLE LEADERBOARD

#### ADHESION AD

DESKTOP	TABLET	MOBILE	DESKTOP & TABLET <sup>1</sup>	MOBILE <sup>2</sup>
970 x 90	728 x 90	320 x 50	200KB	50KB
950 x 90 (can expand to 950 x 460)	728 x 90 (can expand to 768 x 768)	320 x 50 (can expand to 320 x 480)	300KB	200KB

### TOPIC SPONSORSHIP

#### LEADERBOARD

#### HALF PAGE

##### -Wide Skyscraper

#### MEDIUM RECTANGLE

#### LEFT WIDE SKYSCRAPER (article only)

#### MIDDLE MEDIUM RECTANGLE (topic page only)

DESKTOP	TABLET	MOBILE	DESKTOP & TABLET <sup>1</sup>	MOBILE <sup>2</sup>
728 x 90	728 x 90	320 x 50	200KB	50KB
300 x 600	300 x 600	300 x 250	200KB	200KB
160 x 600	160 x 600	300 x 250	200KB	200KB
300 x 250	300 x 250	300 x 250	200KB	200KB
160 x 600	160 x 600	300 x 250	200KB	200KB
300 x 250	300 x 250	300 x 250	200KB	200KB

## INTERACTIVE PRODUCT SPOTLIGHT (IPS)

An Interactive Product Spotlight (IPS) offers an effective and engaging way to highlight your product, content or service.

- Can be multipage or scrolling, and highlights a client's product, product line, service, or content
- Content: Clients send us a general focus or outline along with photos, product descriptions, technical specs, testimonials, case studies, videos, etc.
- We conceptualize and create the IPS using the client's materials, and work with them in a collaborative process on each stage of the IPS

Below is a list of materials we request for submission as they relate to the product/service your IPS will highlight:

- 1) A content outline/summary for the topic/focus of your IPS. What will it highlight? What will be its message?
- 2) Title/tagline and effective image(s) for use in the opening animation/landing page
- 3) Suggested art/content assets: marketing collateral, brochures, hi-res images, links to videos (or MP4 video files), case studies, etc. relating to the product/service the IPS will highlight
- 4) Information for call to action and specific landing pages/urls to direct traffic to
- 5) Company logo in .ai or .eps format (Vector)
- 6) Branding guidelines (logo usage/fonts/style icons/color palettes) as required by your company

### IPS examples:

WATSON SPRAY DRIED INGREDIENTS  
HIXSON FOOD AND BEVERAGE PLANT DESIGN  
INGREDION IDEA LABS

## UNIQUE BENEFITS for all three products:

- IPSs/Infographics are created by our design professionals through a collaborative process
- Promoted through an eblast to brand's active list of industry professionals
- Includes deployment leads and analytics
- Hosted for one year on our brand website
- Equipped for embedding on clients company website or Facebook page, or for use as a sales tool (IPS/infographic link remains live indefinitely).



## CONVERSION INFOGRAPHIC

A Conversion Infographic is the conversion of your existing, static infographic into an engaging, interactive infographic with clickable data/text points and links to your website/call to action.

- Is scrolling, following the path of a story or concept
- Content: Clients send us their existing static infographic that we convert into an engaging, interactive one
- We animate the images and add clickable data points and links to the client's website

Below is a full list of items needed to create the Conversion Infographic:

- 1) Static infographic
- 2) Native files/fonts of the infographic artwork needed for digital conversion. Vector files (.ai or .eps) or Illustrator files
- 3) Any landing pages or urls to link to from specific points in the infographic or for a call to action
- 4) Company logo in .ai or .eps format (Vector)
- 5) Brand guidelines or branding/logo usage instructions as required by your company

### Conversion Infographic examples:

ADM PROTEINS INFOGRAPHIC  
CALIFORNIA ALMONDS INFOGRAPHIC  
iTi TROPICALS INFOGRAPHIC

## EDITORIAL INFOGRAPHIC

An Editorial Infographic is a data-rich visualization of a story or thesis, a tool to educate and inform.

- Is scrolling, following the path of a story or concept
- Content is repurposed brand editorial OR new content provided by brand editor. Topic should be specific to both the brand's and client's industry, used as tool to inform and educate.
- Clients send us a logo/link and brief CTA\*
- We incorporate the 'non-commercial' content written by a BNP brand editor into an interactive infographic format.

\* The client is the sponsor only and has minimal input on the editorial; however, we will consider minor tweaks to the editorial and the graphic presentation

### Editorial Infographic examples:

GELITA INFOGRAPHIC  
BENEO FIBER INFOGRAPHIC  
NEWS PEX PIPING INFOGRAPHIC

## eBOOKS

### AD SPECS

Horizontal, single-page layout

- FULL PAGE AD: Image of 2200 x 1700 pixels or a PDF at 11" x 8.5" (images should be 300 dpi).
- HALF-PAGE AD: Image of 950 x 1500 pixels or a PDF at 4.75" x 7.5" (images should be 300 dpi)
- FONT SIZE: 14 pt or larger recommended
- FILE FORMAT: PDF recommended
- Can include multiple links; sponsor must provide the URL for each link

### LOGO SPECS

- Hi-Res .EPS or .AI (vector format)

### VIEW A SAMPLE:

<http://view.ceros.com/orange-tap/cobranded-ebooks-client-guide>

Link to be used for EXTERNAL USE ONLY (CLIENTS/PROSPECTS)

## CUSTOM eNEWSLETTERS

### SPECIFICATIONS

#### IMAGES

250 x 250 pixels

#### CUSTOM eNEWSLETTER AD SIZES

- MEDIUM RECTANGLE: 300 x 250 pixels
- LEADERBOARD: 728 x 90 pixels
- FILE SIZE: 40k or fewer
- COLORS: 256 or fewer
- RESOLUTION: 72 dpi
- FORMAT: JPG or GIF/Animated GIF only;  
No Flash files in content blasts

Sizes may not be available on all brands.

Ask your rep for details.

**DOWNLOAD OUR CUSTOM  
eNEWSLETTER MATERIALS FORM**



## NATIVE ADVERTISING AND SPONSORED CONTENT

### REQUIREMENTS AND SPECIFICATIONS

#### 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

**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)

### 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 BNP Engage, 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.

[DOWNLOAD OUR NATIVE ADVERTISING FORM](#)

### 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.

## 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

For a list of directories, please see:

<https://www.bnpmmedia.com/bnp-media-directories/>

#### QUESTIONS ABOUT PREMIUM PACKAGES

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

#### OTHER

For Video specs, please see standard specs on page 7.

For Leaderboard and Rectangle Ad specs, please see Website Ads on page 2.

## WHITE PAPER

### SPECIFICATIONS

#### SIZE

4-10 pages (larger files will be evaluated)

#### SYNOPSIS

50-200 word synopsis of white paper

#### FORMAT

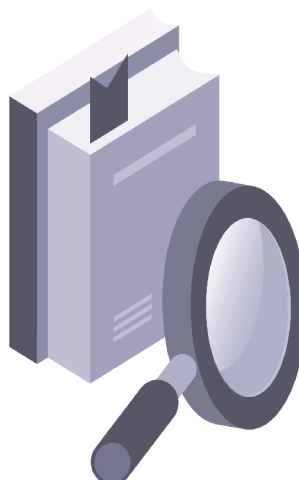
PDF or Word doc

#### 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

- VIDEO AD: 350 x 196 pixels
- MEDIUM RECTANGLE: 300 x 250 pixels
- LEADERBOARD: 728 x 90 pixels
- RECTANGLE: 180 x 150 pixels

### CUSTOM e-NEWSLETTER AD SIZES

- VIDEO AD: 350 x 196 pixels
- MEDIUM RECTANGLE: 300 x 250 pixels
- LEADERBOARD: 728 x 90 pixels
- BANNER AD: 468 x 60 pixels

Sizes may not be available on all brands.

Ask your rep for details.

### FILE SIZE

40k or less

### RESOLUTION

72dpi

### FILE FORMATS

## 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.

The Supplied Video Package, or Produced Video Package, includes promotion in the Brand's eNewsletter. The video promotion will be created from assets already received as part of the package.

### EMAIL RENDERING WITH OUTLOOK

Please note that the Outlook DOES NOT support animated gifs. For those recipients who use Outlook, 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

## FEATURED PRODUCTS

### 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

### NEED VIDEO OR AUDIO CONTENT CREATED?

Ask Your Rep About Content Development Packages

#### DOWNLOAD OUR PODCAST PROMOTION FORM

(Exclusive/BNP-produced Podcasts)

#### DOWNLOAD OUR PODCAST PROMOTION FORM

(Exclusive/Client-supplied Podcasts)

#### DOWNLOAD OUR PODCAST PROMOTION FORM

(Multi-Sponsored Podcasts)



## 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)

### FULL SPONSORSHIP

(LIMIT ONE SPONSOR PER ISSUE)

#### PACKAGE INCLUDES:

- FULL PAGE AD ACROSS FROM FRONT COVER - PROVIDE AS A PDF
  - MENTION WITH LOGO AND 600 X 90 IMAGE AD IN DIGITAL EDITION NOTIFICATION EBLAST
- FORMAT:** JPG, PNG, SWF  
**RESOLUTION:** 72 DPI  
**FILE SIZE:** 200K OR LESS

### PERSISTENT SPONSORSHIP

(LIMIT ONE SPONSOR PER ISSUE)

AS READERS SCROLL THROUGH THE ISSUE, ENSURE YOU'RE SEEN WITH A PERSISTENT ARTICLE BANNER THAT RUNS AT THE BOTTOM OF THE SCREEN IN BOTH DESKTOP

- DIMENSIONS: 728 X 90 PIXELS

[PLEASE SEE LEADERBOARD SPECS IN WEBSITE ADS, PAGE 2](#)

### INTERSTITIAL AD

(LIMIT THREE PER ISSUE)

AS READERS SCROLL THROUGH THE ISSUE, THE INTERSTITIAL WILL APPEAR AFTER A SET NUMBER OF PAGEVIEWS.

- DIMENSIONS: 660 X 660 PIXELS

[PLEASE SEE GENERAL SPECS FOR WEBSITE ADS, PAGE 2](#)

### VIDEO AD

(LIMIT ONE PER ISSUE)

SHOWCASE YOUR VIDEO ON A PAGE WITHIN THE DIGITAL EDITION.

[PLEASE SEE VIDEO SPECS, ABOVE](#)





## INFOCENTER

### REQUIREMENTS & SPECIFICATIONS

**DEADLINE: 6 weeks prior to launch date.**  
**Info Center Design Specs Doc will be Supplied.**

#### NEEDED:

- 1) SPONSOR (COMPANY NAME)
- 2) COMPANY WEB ADDRESS (LINK YOU WANT TO APPEAR)
- 3) COMPANY LOGO (HIGH RES ESP FILE, AT LEAST 300 PIXELS WIDE, WITH TRANSPARENT BACKGROUND)

#### CONTENT TOPIC & LAYOUT:

Main and Sub-Topics

**Articles and Blog Posts** (need a minimum per topic based on layout plan above):

- Article content in text or word document (include headline, teaser and key phrase)
- Web ready image in jpg, gif or png format preferably at size of 900x550; other image sizes accepted.
- If providing multiple images for a slideshow, please provide captions for each photo
- For Products, include link back to appropriate page

#### Video Content:

- Specs for video files -  
 RESOLUTION (dimensions): Anything up to 1920 x1080 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
- Video Title
- Brief description of content of video to display to visitor

#### Audio Files for Podcasts:

- Audio File in an MP3 Format
- Headline for Podcast
- Brief description of content of audio file to display to visitor

#### Banner Advertising materials Due:

[See Website Ad Section for Full Specs](#)

- Leaderboard 970x90, 728x90 and 320x50
- Medium Rectangle 300x250
- Wide Skyscraper 160x600
- Click Thru links for ads

**PLEASE DOWNLOAD A FULL SPECIFICATION AND MATERIAL SHEET.**

## SOCIAL MEDIA SPONSORED CONTENT ADVERTISER SPECS

A sponsored social post is a type of advertised content that runs through native social media posts on a BNP brand's social media account(s). The copy is provided by the advertiser and will run natively on a BNP Media brand's social media channels. Content can include images, a link, and an @ mention to the advertiser's social media accounts if applicable.

**DEADLINE: Materials are due one week before the post is scheduled.**

**You will need to provide the following materials depending on the social media platform:**

#### Facebook Post:

- 75-100 words of post copy
- 3-5 relevant hashtags
- 1 JPG image (up to 4 MB, 1200 x 630 px)
- 1 link URL
- REQUIRED: Advertiser Facebook Page URL  
 - Ensure your Facebook page can be tagged as Branded Content

#### Twitter Post:

- Up to 240 characters of copy, up to 280 characters including hashtags, link, and Twitter handle
- 4-6 relevant hashtags
- 1 JPG image (up to 5 MB, 1024 x 512 px)
- 1 link
- Advertiser Twitter handle (if available)

#### LinkedIn Post:

- 75-100 words of post copy
- 3-5 relevant hashtags
- 1 JPG image (1104 x 736 px)
- 1 link URL
- LinkedIn Company Page

#### Instagram Post:

- 1 image (2048 x 2048 px)
- 100-2220 characters of post copy
- 4-6 relevant hashtags
- Geo Location to tag
- REQUIRED: Advertiser Instagram handle

#### Instagram Story Post:

- 1 image OR video  
 - Image: 1080 x 1920 px  
 - Video: 4 GB maximum; 1-60 seconds; 9:16, 16:9, or 4:5 aspect ratio
- Maximum 125 characters of copy
- 1-2 relevant hashtags
- REQUIRED: Advertiser Instagram handle  
 - Ensure your Instagram page can be tagged as Branded Content

## 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)



#### 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: <https://bcove.video/2DWDI0k>

##### SUPPORTED FONTS, ANIMATIONS, AND BUILDS

<https://presentations.akamaized.net/ProductResources/Production/HTML/StudioSpeakerHelpGuide/StudioSlideRequirements.html>

##### 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.onlinexperiences.com/FileLibrary/1084/30/survey\\_template.pdf](https://content.onlinexperiences.com/FileLibrary/1084/30/survey_template.pdf)

##### HANDOUTS

Must be PDF document or web address.

##### 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.akamaized.net/ProductResources/Production/HTML/StudioSpeakerHelpGuide/StudioSpeakerHelpGuide.html>

##### SUBMITTING FILES

If you have large files (over 5MB) please upload them to my Dropbox account at <https://tinyurl.com/webinarmaterialrequest>

## EXCLUSIVE EMAIL PRODUCTS

### EBLAST TYPE

SNEAK PEEK

IN CASE YOU MISSED IT

FOCUS ON

EBOOK

MUST SEE \*

MUST VISIT \*

POST SHOW

WHITE PAPER \*

CASE STUDY

VIDEO SPOTLIGHT \*

EVENT SPOTLIGHT \*

WEBINAR SPOTLIGHT \*

VIDEO BOOTH TOURS

AUCTION

PODCAST

QUIZ

LEADERBOARD AD	MEDIUM RECTANGLE AD	LOGO (COMPANY/ EVENT/WEBINAR)	PRODUCT IMAGE	VIDEO IMAGE	WHITE PAPER COVER IMAGE
728 x 90	300 x 250	N/A	N/A	N/A	N/A
728 x 90	300 x 250	N/A	N/A	N/A	N/A
728 x 90	N/A	MAX HEIGHT: 100PX	N/A	N/A	N/A
N/A	N/A	MAX HEIGHT: 100PX	N/A	N/A	N/A
N/A	N/A	MAX HEIGHT: 100PX	x	N/A	N/A
N/A	N/A	MAX HEIGHT: 100PX	450 x 200	N/A	N/A
N/A	N/A	MAX HEIGHT: 100PX	250 x 250	400 x 200	N/A
N/A	N/A	MAX HEIGHT: 100PX	1000 x 500	N/A	500 x 630
N/A	N/A	MAX HEIGHT: 100PX	1000 x 500	N/A	N/A
N/A	N/A	MAX HEIGHT: 100PX	N/A	550 X 300	N/A
728 x 90	N/A	MAX HEIGHT: 100PX (OPTIONAL)	750 x 366	N/A	N/A
728 x 90	N/A	MAX HEIGHT: 100PX (OPTIONAL)	750 x 366	N/A	N/A
N/A	N/A	MAX HEIGHT: 100PX	N/A	400 x 200	N/A
N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	N/A
N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	N/A
N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	N/A

\*NEW TEMPLATE

## MULTI-SPONSORED EMAIL PRODUCTS

EBLAST TYPE	LEADERBOARD AD	LOGO	PRODUCT IMAGE	VIDEO IMAGE
FOCUS ON **	ADVERTISER I & III: 728X90; ADVERTISER II: 300X250	N/A	N/A	N/A
EBOOK	N/A	MAX HEIGHT: 100PX	N/A	N/A
MUST SEE	N/A	MAX HEIGHT: 100PX	400 X 200	N/A
MUST VISIT	N/A	MAX HEIGHT: 100PX	400 x 200	N/A
POST SHOW	N/A	MAX HEIGHT: 100PX	400 x 200	N/A
INTEGRATED SHOWCASE	N/A	MAX HEIGHT: 100PX	400 x 200	N/A
WHITE PAPER	N/A	MAX HEIGHT: 100PX	450 x 200	N/A
TECH FOCUS	N/A	MAX HEIGHT: 100PX	400 x 200	N/A
VIDEO SPOTLIGHT	728 x 90	MAX HEIGHT: 100PX	N/A	300 x 169
VIDEO BOOTH TOURS	N/A	MAX HEIGHT: 100PX	N/A	300 x 169
PODCAST	N/A	MAX HEIGHT: 100PX	400 x 200	N/A
GENERAL/UNIVERSAL TEMPLATE	N/A	MAX HEIGHT: 100PX	250 x 250	N/A

\*\*TEMPLATE FEATURES UP TO 3 ADVERTISERS

## CONTACT US

## CORPORATE

**BNP MEDIA**  
2401 W. Big Beaver Road  
Suite 700  
Troy, MI 48084

CUSTOM CONTENT &  
MARKETING SERVICES

**BNP ENGAGE**  
[imagine@bnpengage.com](mailto:imagine@bnpengage.com)

## MARKET RESEARCH

**CLEAR SEAS RESEARCH**  
2401 W. Big Beaver Road  
Troy, MI 48084  
[info@clearseasresearch.com](mailto:info@clearseasresearch.com)

## WEB CONTENT

**NIKKI SMITH**  
Online Development Director  
[smithn@bnpmedia.com](mailto:smithn@bnpmedia.com)

## TECHNICAL ASSISTANCE

**JAMES WHITE**  
Senior Data & Analytics Manager  
[whitej@bnpmedia.com](mailto:whitej@bnpmedia.com)

## WEBINARS

**DANIELLE BELMONT**  
Senior Online Events Manager  
[belmontd@bnpmedia.com](mailto:belmontd@bnpmedia.com)

## PODCASTS

**JEN MCEVOY**  
Video Ops. Manager & Producer  
[mcevoyj@bnpmedia.com](mailto:mcevoyj@bnpmedia.com)

## STILL NOT SURE WHO TO CONTACT?

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