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** at right)
5) Web address that the ad should link to (target URL)

• All web ads should be sent via email to the production 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

AD TYPE	DIMENSIONS			FILE SIZE	
	DESKTOP	TABLET	MOBILE	DESKTOP & TABLET [1]	MOBILE [2]
LEADERBOARD	728 x 90	728 x 90	320 x 50	200KB	50KB
-Super Leaderboard	970 x 90	728 x 90	320 x 50	200KB	50KB
-Pushdown	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
-Billboard	970 x 250	728 x 90	320 x 50	300KB	50KB
-Billboard (HERO article template)	970 x 250	728 x 90	320 x 50	300KB	50KB
HALF PAGE	300 x 600	300 x 600	300 x 250	200KB	200KB
-Wide Skyscraper	160 x 600	160 x 600	300 x 250	200KB	200KB
MEDIUM RECTANGLE - Homepage - Second column - In-body Content - Topic page	300 x 250	300 x 250	300 x 250	200KB	200KB

HOMEPAGE ONLY

	DESKTOP	TABLET	MOBILE	DESKTOP & TABLET [1]	MOBILE [2]
MIDDLE LEADERBOARD	970 x 90	728 x 90	320 x 50	200KB	50KB
ADHESION	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

	DESKTOP	TABLET	MOBILE	DESKTOP & TABLET [1]	MOBILE [2]
LEADERBOARD	728 x 90	728 x 90	320 x 50	200KB	50KB
HALF PAGE	300 x 600	300 x 600	300 x 250	200KB	200KB
-Wide Skyscraper	160 x 600	160 x 600	300 x 250	200KB	200KB
MEDIUM RECTANGLE - Second column - In-body Content - Topic page	300 x 250	300 x 250	300 x 250	200KB	200KB

INTERACTIVE DIGITAL MARKETING

INTERACTIVE PRODUCT SPOTLIGHT (IPS)

A dynamic digital experience that provides an effective and engaging platform to highlight your product, service, rebranding, or event **(commercial)**. You can include a variety of product/service marketing assets, images, descriptions, features and benefits, case studies, downloads and CTAs.

SPECIFICATIONS

- IPS content outline including title, tagline and engaging opening imagery
- Content assets: product images, brochures, ads, videos, case studies, technical specs, downloads, etc.
  - Hi-res images (3000px min). We accept most image formats: jpg, tif, png, psd and vector formats: ai, eps or svg.
  - Brochures, ads, campaign materials, branding guidelines, etc. can be PDF for reference, native/collected files are preferred
  - Videos should be kept to under 5 minutes if possible. We accept mp4, mov and wmv formats.
    We also accept YouTube, Vimeo and other video streaming links.
- Calls to action and links
- Logo in vector format (ai, eps or svg)
- Brand guidelines for logo/font/color usage requirements

CLICK TO VIEW SAMPLES:
IFS: Cloud Software
Western Window Systems: Multi-Slide Doors
Armstrong: Simplesoffit Drywall Framing System

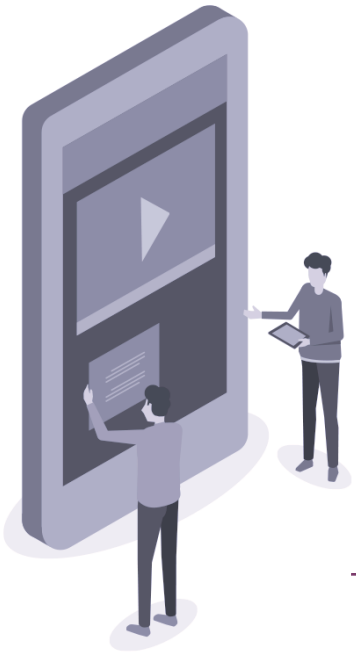
SPONSORED DIGITAL SPOTLIGHT (SDS)

Sponsor a dynamic digital experience created by our design professionals and editorial staff based on industry topics, editorial content, brand events, research studies, awards and more (**non-commercial**). Content and design provided by our brand.

SPECIFICATIONS

- Logo in vector format (ai, eps or svg)
- Call to action and link

CLICK TO VIEW SAMPLES:
The ACHR News: Learn How Ceiling Fans Can Improve IAQ & Sustainability For Commercial HVAC
The ACHR News: Dealer Design Awards 2022



IPS & SDS PACKAGE BENEFITS:

- Created by our design professionals through a collaborative process
- Designed for viewing across all devices: desktop, mobile and tablet
- Equipped for embedding on your company site and social media websites, and for use as a sales tool
- Promoted via email to brand's active and engaged industry professionals
- Includes deployment leads and analytics
- Hosted for one year on brand's website

IPS & SDS PRODUCTION TIME:

90-day turnaround from signed IO to deployment. 10 weeks average production time once content is finalized.

PRODUCT DIFFERENCES (format and functionality are similar):

- IPS: A client promotes their product or service
- SDS: A client (or clients) sponsor brand-provided content

eBOOKS

For Directory eBook specs, see page 7.

AD SPECS

- HORIZ, SINGLE-PAGE LAYOUT. FULL-PAGE AD: 2200 x 1700 (11" X 8.5"). IMAGES SHOULD BE 300 DPI.
- FILE FORMATS ACCEPTED: JPG, PNG, PDF, PSD, EPS
- VIDEOS: MPG, MOV, MP4 FILE FORMATS ACCEPTED. YOUTUBE AND VIMEO LINKS ACCEPTED.
- ALL FONTS MUST BE EMBEDDED.
- ALL TRANSPARENCIES MUST BE FLATTENED.
- SPONSOR CAN PROVIDE ONE URL FOR AD LINK.

LOGO SPECS

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

VIEW A SAMPLE:
Architectural Record and Propane Education & Research Council eBook: Net Zero

CUSTOM eNEWSLETTERS

SPECIFICATIONS

IMAGES
250 x 250 pixels

CUSTOM eNEWSLETTER AD SIZES

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

- FILE SIZE: 40k or fewer
- COLORS: 256 or fewer
- RESOLUTION: 72 dpi
- FORMAT: JPG or GIF;
  No Flash files in custom eNewsletters

Ask your rep for details.

DOWNLOAD OUR CUSTOM eNEWSLETTER MATERIALS FORM

DIRECTORY eBOOKS

AD SPECS

- SINGLE-PAGE LAYOUT
  - FULL PAGE AD (VERTICAL):
    1200 x 1600 pixels (8" x 10.667")
  - HALF PAGE AD (HORIZONTAL):
    1100 x 700 pixels (7.333" x 4.667")
- FILE FORMATS ACCEPTED: JPG, PNG, PDF, PSD, EPS
- FONT SIZE: 14PT OR LARGER
- ALL FONTS MUST BE EMBEDDED.
- ALL TRANSPARENCIES MUST BE FLATTENED.
- SPONSOR CAN PROVIDE ONE URL FOR AD LINK.

ARTICLE SPECS

- HALF PAGE: 150 WORDS IN WORD DOC
- FULL PAGE OPTIONS:
  - ONE HI-RES IMAGE (1000px x 600px) AND 200 WORDS OF TEXT
  - NO IMAGE AND 350 WORDS OF TEXT
- IMAGES SHOULD BE 300 DPI

LOGO SPECS

- Hi-Res .EPS or .AI (vector format), .JPG or .PNG
- Minimum height: 100px

VIDEO SPONSOR

- ACCEPTED FILE FORMATS: MPG, MOV, MP4
- ALSO ACCEPTED: YouTube and Vimeo Links
- FILE SIZE: Under 2GB
- LENGTH: Under 5 minutes recommended

VIEW A SAMPLE:
SDM Buyers Guide eBook

Retargeting Banner Ads

- **LEADERBOARD - 728 X 90** [320X50 REQUIRED FOR MOBILE DISPLAY]
- **MEDIUM RECTANGLE - 300 X 250**
- **HALF-PAGE- 300 X 600 AND/OR 160X600**
- **CAN ACCEPT STANDARD THIRD PARTY TAGS**

BASIC SPECS

FORMAT OPTIONS	• HTML5 OR JPG/ GIF • JPGS PREFERRED; ONLY USE GIFS FOR VERY BASIC ANIMATION
MAX FILE SIZE	120 KB
AD SIZE	160×600, 300×250, 300×600, 728×90, 320X50 • *ALL ADS REQUIRE A BACKUP JPG OR GIF NO LARGER THAN 120 KB SIZED TO THE EXACT PIXEL DIMENSIONS (160×600, 300×250, 300×600, 320X50 OR 728×90).* • *THE JPG OR GIF BACKUPS MUST BE SUBMITTED AS FILES VERSUS JUST EMBEDDED IN THE TAGS.*
BORDER/BACKGROUND	ALL CREATIVES MUST HAVE A BORDER SO ALL CREATIVES' BOUNDARIES ARE CLEARLY IDENTIFIED FROM THE PUBLISHER'S WEBPAGE. BORDER SHOULD BE AT LEAST 1 PIXEL AND SET TO COLOR THAT FULLY DISTINGUISHES IT FROM CREATIVES' CONTENT. THIS INCLUDES ADS OF ALL COLORS AND SIZES. ADS MAY NOT HAVE TRANSPARENT BACKGROUNDS AND MAY NEVER BLEND INTO SCREEN CONTENT.
ANIMATION	ANIMATION CAN'T EXCEED 15 SECONDS OR 3 LOOPS THAT TOTAL 15 SECONDS
ADVERTISER	ADVERTISER MUST BE LISTED ON AD BY EITHER ADVERTISER NAME OR URL (ADVERTISER NAME PREFERRED)
CLICK-THRU URL	ALL CLICK-THROUGH URLS MUST OPEN IN A NEW BROWSER WINDOW
FRAME RATE	24 FPS MAX

DOWNLOAD OUR RETARGETING REQUIREMENTS & SPEC SHEETS 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
- COMPANY LINKEDIN PAGE
- 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.
- Three (3) Medium Rectangle - 300 x 250 (72 dpi JPG or GIF)
- One (1) 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, LinkedIn 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.

DIRECTORY LISTINGS

SPECIFICATIONS

COMPANY LOGO
- RESOLUTION: 300 dpi
- SIZE: 3 inches wide
- FORMAT: EPS, JPG, GIF, PSD, TIF

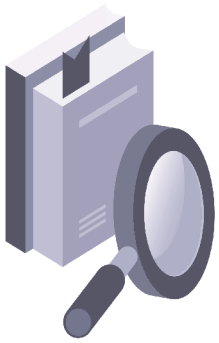
ONLINE PRODUCT PHOTO
- RESOLUTION: 72 dpi
- SIZE: 900 x 550 pixels
- FORMAT: gif, jpg
- TEXT: Title and 30-word description with custom URL for each

For a list of directories, please see:
https://www.bnpmedia.com/bnp-media-directories/

QUESTIONS ABOUT PREMIUM PACKAGES
Please contact Jessica Casbar at **casbarj@bnpmedia.com**

OTHER
For Video specs, please see standard specs on page 9.

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



DIRECTORY eBOOKS

SPECIFICATIONS

AD SPECS
SINGLE-PAGE LAYOUT
- FULL PAGE AD (VERTICAL): 1200 x 1600 pixels (8" x 10.667")
- HALF PAGE AD (HORIZONTAL): 1100 x 700 pixels (7.333" x 4.667")
- FILE FORMATS ACCEPTED: JPG, PNG, PDF, PSD, EPS
- FONT SIZE: 14pt or larger.
- All fonts must be embedded.
- All transparencies must be flattened.
- Sponsor can provide one URL for ad link.

ARTICLE SPECS
- HALF PAGE: 150 words in Word doc.
- FULL PAGE OPTIONS:
  - One hi-res image (1000 x 600 pixels) and 200 words of text
  - No image and 350 words of text
- Images should be 300 dpi

LOGO SPECS
- Hi-Res EPS or AI (vector format), JPG or PNG
- MINIMUM HEIGHT: 100 pixels

VIDEO SPONSOR
- ACCEPTED FILE FORMATS: MPG, MOV, MP4
- ALSO ACCEPTED: YouTube and Vimeo links
- FILE SIZE: Under 2GB
- LENGTH: Under 5 minutes recommended

VIEW A SAMPLE:
SDM Buyers Guide eBook

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

eNEWSLETTERS

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

eNEWSLETTER AD SIZES

- LEADERBOARD: 728 x 90 pixels
- MEDIUM RECTANGLE: 300 x 250 pixels
- VIDEO AD: 350 x 196 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 (with optional 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. For text ads promoting advertiser videos, the supplemental image may be closer to 230 x 129 instead, if that works better (due to the ratio of the video screenshot). Text ads promoting advertiser podcast ads include a standard microphone image that we provide, unless the advertiser prefers to use their own image instead. All text ads are required to include the word, "Advertisement" above the text ad.
*See example image below

Sponsored videos can also be included.
Video promotion packages include 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]" (linked to the advertiser's site)

FEATURED PRODUCTS

SPECIFICATIONS

WORD COUNT
200 words or less

DOWNLOAD OUR FEATURED PRODUCTS FORM

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

SUPPLIED PODCASTS

SPECIFICATIONS

FILE FORMATS
.mp3, .wav

BIT RATE
128 kbps or greater
(192 kbps preferred)

LENGTH
20-30 minutes
recommended

DOWNLOAD OUR PODCAST PROMOTION FORMS

NEED VIDEO OR AUDIO CONTENT CREATED?
Ask You Rep About Content Development Packages

SUPPLIED VIDEOS

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

SPECIFICATIONS

RESOLUTION (dimensions)
Any size up to 4K (3840 x 2160)

FILE SIZE
Under 2GB

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

DOWNLOAD OUR VIDEO PROMOTION FORMS

FILE FORMATS
.mp4, .mov, .wmv, .flv, .mpg, .avi
For packages which include social media and enewsletter promotion, please supply the following:

FACEBOOK POST
- 75-100 words of post copy
- 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

LINKEDIN POST
- 75-100 words of post copy
- LinkedIn Company Page

EMAGAZINES & DIGITAL EDITIONS

FULL SPONSORSHIP (LIMIT ONE SPONSOR PER ISSUE)

PACKAGE INCLUDES:
- FULL PAGE AD ON TOP OF 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 EDITORIAL IN THE ISSUE, ENSURE YOU'RE SEEN WITH A PERSISTENT ARTICLE BANNER THAT RUNS AT THE BOTTOM OF THE SCREEN IN BOTH DESKTOP AND MOBILE
- DIMENSIONS: 728 X 90 AND 320 X 50

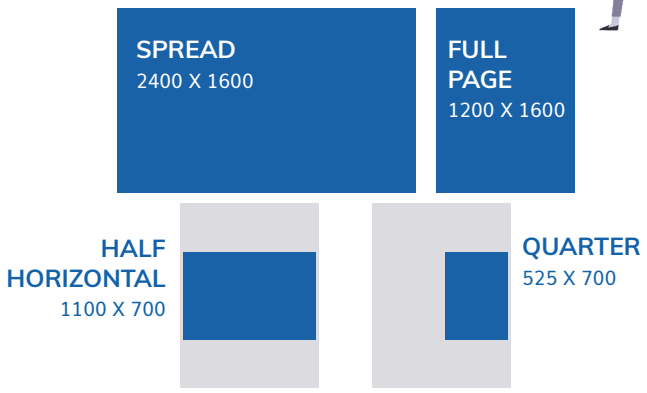
PLEASE SEE LEADERBOARD SPECS IN WEBSITE ADS, PAGE 2

INTERSTITIAL AD
(LIMIT THREE PER ISSUE)
AS READERS SCROLL THROUGH THE ISSUE, THE INTERSTITIAL WILL APPEAR ON SELECT ARTICLES.
- 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



DISPLAY ADS

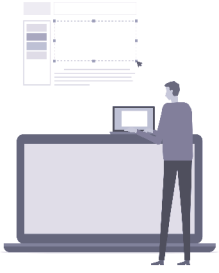
SPREAD: 2400 X 1600 (16" X 10.667" EQUIVALENT)
FULL PAGE: 1200 X 1600 (8" X 10.667" EQUIVALENT)
HALF HORIZONTAL: 1100 X 700 (7.333" X 4.667" EQUIVALENT)
QUARTER: 525 X 700 (3.5" X 4.667" EQUIVALENT)

HIGH IMPACT DISPLAY ADS

UPGRADED FULL-PAGE AD WITH ANIMATION.

WE DO THE CREATIVE DESIGN WORK TO TURN YOUR REGULAR AD INTO A HIGH IMPACT ANIMATED AD.

ADVERTISER SHOULD SUPPLY A PACKAGED FILE SO OUR DESIGNERS CAN RECREATE/ANIMATE THE AD IN VEV.



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.
TIPS: **https://www.bnpevents.com/ext/resources/images/webinars/guides/WEB19_Titles_Best_Practices.pdf**

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/2DWDl0k**

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**

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/webinarfilerequest**

EXCLUSIVE EMAIL PRODUCTS

EBLAST TYPE	LEADER-BOARD AD	MEDIUM RECTANGLE AD	LOGO (COMPANY/ EVENT/ WEBINAR)	PRODUCT IMAGE	VIDEO IMAGE	COVER IMAGE	ADVERTISER CONTENT	ADVERTISER LINKS
SNEAK PEEK	728 x 90	300 x 250	N/A	N/A	N/A	N/A	N/A	• Leaderboard + Link • Medium Rectangle + Link
IN CASE YOU MISSED IT	728 x 90	300 x 250	N/A	N/A	N/A	N/A	N/A	• Leaderboard + Link • Medium Rectangle + Link
FOCUS ON	728 x 90	300 x 250	N/A	N/A	N/A	N/A	Advertiser's article on specific industry topic: • Article Headline • 50-100 words explaining the article	• Leaderboard + Link • Medium Rectangle + Link • Advertiser Article + Link
MUST SEE	N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	N/A	• Product Headline • 50-100 words explaining the product	• Logo + Link • Maximum of 3 advertiser links per section
MUST SEE - OPTION II	N/A	N/A	MAX HEIGHT: 100PX	750 x 500	N/A	N/A	• Product Headline • 50-100 words explaining the product	• Logo + Link • Maximum of 3 advertiser links per section
MUST SEE - OPTION III	N/A	N/A	MAX HEIGHT: 100PX	N/A	N/A	N/A	• Product Headline	• Logo + Link • Maximum of 3 advertiser links per section
MUST VISIT	N/A	N/A	MAX HEIGHT: 100PX	450 x 200	N/A	N/A	• Product Headline • 50-100 words explaining the product • Booth #	• Logo + Link • Maximum of 3 advertiser links per section
POST SHOW	N/A	N/A	MAX HEIGHT: 100PX	400 X 200	N/A	N/A	• Product Headline • 50-100 words explaining the product	• Logo + Link • Maximum of 3 advertiser links per section
WHITE PAPER	N/A	N/A	MAX HEIGHT: 100PX	1000 x 500	N/A	500 x 630	• White Paper Headline • 50-100 words explaining the white paper	• Logo + Link • Maximum of 3 advertiser links per white paper
CASE STUDY	N/A	N/A	MAX HEIGHT: 100PX	1000 x 500	N/A	N/A	• Case Study Headline • 50-100 words explaining the case study	• Logo + Link • Maximum of 3 advertiser links per study
EBOOK	N/A	N/A	MAX HEIGHT: 100PX	1000 x 500	N/A	500 x 630	• eBook Headline • 50-100 words explaining the eBook	• Logo + Link • Maximum of 3 advertiser links per eBook
VIDEO SPOTLIGHT	N/A	N/A	MAX HEIGHT: 100PX	N/A	550 X 300	N/A	• Video Headline • 50-100 words explaining the video	• Logo + Link • Maximum of 3 advertiser links per Video
EVENT SPOTLIGHT	728 x 90	N/A	MAX HEIGHT: 100PX (OPTIONAL)	750 x 366	N/A	N/A	• Event Name/Headline • 50-100 words explaining the event	• Leaderboard + Link • Maximum of 3 advertiser links per Event
WEBINAR SPOTLIGHT	728 x 90	N/A	MAX HEIGHT: 100PX (OPTIONAL)	750 x 366	N/A	N/A	• Webinar Name/Headline • 50-100 words explaining the webinar	• Leaderboard + Link • Maximum of 3 advertiser links per Webinar
VIDEO BOOTH TOURS	N/A	N/A	MAX HEIGHT: 100PX	N/A	400 x 200	N/A	• Video Headline • 50-100 words explaining the video • Booth # (if applicable)	• Logo + Link • Maximum of 3 advertiser links per Video
AUCTION	N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	N/A	• Auction/Listing Headline • 50-100 words explaining the listing/products being auctioned	• Logo + Link • Maximum of 3 advertiser links per section
PODCAST	N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	N/A	• Podcast Headline • 50-100 words explaining the podcast	• Logo + Link
QUIZ	N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	N/A	• Quiz Headline • 50-100 words explaining the quiz	• Logo + Link

MULTI-SPONSORED EMAIL PRODUCTS

EBLAST TYPE *	LEADERBOARD AD	MEDIUM RECTANGLE AD	LOGO (COMPANY/ EVENT/ WEBINAR)	PRODUCT IMAGE	VIDEO IMAGE	ADVERTISER CONTENT	ADVERTISER LINKS
FOCUS ON **	ADVERTISER I & III: 728X90	ADVERTISER II: 300X250	N/A	N/A	N/A	Advertiser's article on specific industry topic: • Article Headline • 50-100 words explaining the article	• Leaderboard + Link • Medium Rectangle + Link • Advertiser Article + Link
MUST SEE	N/A	N/A	MAX HEIGHT: 100PX	400 X 200	N/A	• Product Headline • 50-100 words explaining the product	• Logo + Link • Maximum of 3 advertiser links per product section
MUST VISIT	N/A	N/A	MAX HEIGHT: 100PX	450 x 200	N/A	• Product Headline • 50-100 words explaining the product • Booth #	• Logo + Link • Maximum of 3 advertiser links per product section
POST SHOW	N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	• Product Headline • 50-100 words explaining the product	• Logo + Link • Maximum of 3 advertiser links per product section
WHITE PAPER	N/A	N/A	MAX HEIGHT: 100PX	450 x 200	N/A	• White Paper Headline • 50-100 words explaining the white paper	• Logo + Link • Maximum of 3 advertiser links per White Paper
EBOOK	N/A	N/A	MAX HEIGHT: 100PX	400 X 200	N/A	• eBook Headline • 50-100 words explaining the eBook	• Logo + Link • Maximum of 3 advertiser links per eBook
VIDEO SPOTLIGHT	N/A	N/A	MAX HEIGHT: 100PX	N/A	400 X 200	• Video Headline • 50-100 words explaining the video	• Logo + Link • Maximum of 3 advertiser links per Video
VIDEO BOOTH TOURS	N/A	N/A	MAX HEIGHT: 100PX	N/A	400 X 200	• Video Headline • 50-100 words explaining the video • Booth #	• Logo + Link • Maximum of 3 advertiser links per Video
PODCAST	N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	• Podcast Headline • 50-100 words explaining the podcast	• Logo + Link
TECH FOCUS	N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	• Product Headline • 50-100 words explaining the product	• Logo + Link • Maximum of 3 advertiser links per product section
INTEGRATED SHOWCASE	N/A	N/A	MAX HEIGHT: 100PX	400 x 200	N/A	• Product Headline • 50-100 words explaining the product	• Logo + Link • Maximum of 3 advertiser links per product section
GENERAL/UNIVERSAL TEMPLATE	N/A	N/A	MAX HEIGHT: 100PX	250 x 250	N/A	• Product Headline • 50-100 words explaining the product	• Logo + Link • Maximum of 3 advertiser links per product section

*TEMPLATES NO LONGER OFFERED IN THIS FORMAT: SNEAK PEEK, ICYMI, AUCTION, QUIZ, CASE STUDY, EVENT & WEBINAR SPOTLIGHT

**TEMPLATE FEATURES UP TO 3 ADVERTISERS

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STILL NOT SURE WHO TO CONTACT?

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