INTEGRATED MEDIA **SPECIFICATIONS**

2027 SPECS

WEBSITE ADS - DISPLAY ADS / RICH MEDIA

INTERACTIVE SPOTLIGHTS

SPONSORED EDITORIAL INFOGRAPHICS

eBOOKS + DIGITAL GUIDES

CUSTOM NEWSLETTERS

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WHITE PAPERS

NEWSLETTERS

PODCASTS

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SPONSORED SOCIAL MEDIA

WEBINARS

eBLASTS (EXCLUSIVE)

eBLASTS (MULTI-SPONSORED)

ADVANCED MARKETING SOLUTIONS

IGNITE DEMAND

CONTACTS

All Images must be licensed for use on third-party websites, and proper image credits are required.

WEBSITE ADS - DISPLAY & RICH MEDIA

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 (for all Billboards running top of page, incl. within HERO Article Template)	970 x 250	728 x 90	320 x 50	300KB	50KB
Billboard HERO Article Template (this row is for the 2 billboards that run within Article Content)	970 x 250	728 x 90	300 x 250	300KB	200KB
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
Adhesion	950 x 90	728 x 90	320 x 50	200KB	50KB

TOPIC SPONSORSHIP

TOPIC SPONSORSHIP	DIMENSIONS			FILE SIZE	
	DESKTOP	TABLET	MOBILE	DESKTOP & TABLET [1]	MOBILE [2]
Leaderboard	970 x 90	728 x 90	320 x 50	200KB	50KB
Half Page	300 x 600	300 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

SPONSORED PERSONALIZATION SPECS

- 100-200 px max company logo
- 600x315 Main product image
- Product Headline (7 words or less)
- Product Sub-Headline (10 words or less)
- Advertiser URL
  (Should promote informational content like whitepapers, case studies, spec sheets, etc.)

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 (shaded rows)

ANIMATION
WITHIN AD UNITS: 15 sec max length (unlimited user initiated), 1.1 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.

INTERACTIVE DIGITAL, eBOOKS + CUSTOM NEWSLETTERS

INTERACTIVE PRODUCT SPOTLIGHT (IPS)

Advertisers should provide:

LOGO
- Resolution: Minimum 72 dpi
- Format: SVG, EPS, PNG, JPG (EPS or SVG files preferred)

PHOTOS
- Resolution: 72 dpi, 3000px min
- Format: JPG

OTHER MEDIA
- VIDEO: Embed link to externally hosted video (YoUTube, Vimeo, Wistia, etc)
- PDFs (under 5mb total combined file size)

LINKS
- List of external links with any required UTM tracking applied

BRAND GUIDELINES (if available)

ANY CUSTOM FONT FILES TO EMBED (if required)
- WOFF, TTF, OTF and Google Font files

CONTENT

*If **Engage** is writing new copy...*
- Product sell sheet, brochure, webpage, and/or specification document

*If **Advertiser** is providing copy...*
- **STANDARD INTERACTIVE SPOTLIGHT SPECS**
  - Up to 750 words
  - Headings for up to 5 unique sections including hero, 1-3 body sections, and closing call to action
  - Copy in short scannable format: bullets, clear sections, etc.
- **PREMIUM INTERACTIVE SPOTLIGHT SPECS:**
  - Up to 1000 words
  - Headings for up to 8 unique sections including hero, 4-6 body sections, and closing call to action

BNP Engage will suggest content revisions to client supplied content where appropriate to improve performance and user experience

SPONSORED EDITORIAL INFOGRAPHIC
(formerly Sponsored Digital Spotlight)

Advertisers should provide:

- **Sponsor Name:** As it should appear
- **Topic:** Briefly describe the subject and any key messages, products, trends, or audience needs to consider
- **Company Description:** Approximately 50 words
- **Logo**: AI, EPS, or SVG preferred; otherwise, a transparent, hi-res image at least 600 pixels wide
- **Company URL**
- **Image suggestions**

eBOOKS

AD SPECS
- Size: 11" x 8.5" (2200 x 1700 pixels)
- Resolution: 300 dpi for all images
- File Types: JPG, PNG, GIF

EDITORIAL SPECS
- Word Count: 750-1,500 words supplied in Word doc
- Images: 2,200 pixels wide (300 dpi)

DIGITAL GUIDE *(formerly Multi-Sponsored eBook)*

BILLBOARD AD
- Size: 970 x 250 pixels

SPONSORED ARTICLE
- Content: Article supplied in Word (.docx)
- Headline/Subhead: Approx. 100 characters combined
- Images: High-resolution (2,200 px wide preferred)
- Formats: JPG, PNG, PDF, PSD, EPS
- Optional: Photos, illustrations, charts and videos to enhance your article

SPONSOR LOGO
- Logo: Vector .AI or high-resolution transparent PNG

LEAD GENERATION SELECTION
- One unique product or solution description (25 characters max.)





CUSTOM NEWSLETTERS

CUSTOM DEPLOYS DON'T REQUIRE A TEMPLATE!
While our branding guidelines must be followed, we have the flexibility to create a custom design that aligns with your brand, campaign, and creative vision.

LINKS & IMAGES
Provide up to six high-value, non-promotional content links, along with an image or graphic for each. We'll use some or all of your submitted assets to create an engaging HTML newsletter that showcases your content.
Please avoid text overlay on images.

IMAGE SIZES
- Logos – vector preferred, but minimum 500 pixels wide
- Photos (up to 6) minimum of 1200px wide preferred
- Scalable vector graphics, if applicable

FORMAT
- JPG, GIF, PNG, VECTOR (.AI, .EPS, .SVG)

SUBJECT LINE
- Please provide a Subject Line and Preheader Text.

We'll review them to help optimize email deliverability.

We are able to use advertiser-supplied HTMLs – we will edit to add co-branding information.

COMPLETE OUR CUSTOM NEWSLETTER BLAST CHECKLIST

INFOCENTERS / RETARGETING BANNER ADS

INFOCENTER

Requirements & Specifications:

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

NEEDED:

- Sponsor (Company Name)
- Company Web Address (link if you want it to appear)
- Company Logo (hi-res EPS 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. Images must be licensed for use on third-party websites, and proper image credits are required.
- 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, PAGE 2

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

DOWNLOAD A FULL SPECIFICATION & MATERIAL SHEET

RETARGETING

Basic Specifications:

FORMAT OPTIONS:

- GIF, JPEG, JPG, PNG, HTML5
- Third-party tags are accepted from approved ad servers

MAX FILE SIZE: 200K

AD SIZE:

- Leaderboard 728x90 [320x50 required for mobile display]
- Medium Rectangle 300x250
- Half Page - 300x600 and/or 160x600

BORDER / BACKGROUND:

- All creatives must have a border so all creative's 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 creative's 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)

DOWNLOAD OUR RETARGETING REQUIREMENTS & SPEC SHEETS FORM

CO-BRANDED CONTENT, SPONSORED

PACKAGE INCLUDES:

- Sponsored Content Article
- Website ad placement on the Sponsored Content page

PROMOTION:

- Two Newsletter Content Ads
- Three Social Media posts total
- Two of the three posts boosted:
  One Facebook and one LinkedIn
  If Facebook promotion is unavailable, both boosted posts will run on LinkedIn
- One standard organic post on X

WHAT YOU'LL SUBMIT:

- Completed Co-Branded Content Form, including launch date, sponsor and contact information, company details, website link and social media page links
- Company Logo
- Feature image with complete image credit
- Full Article
- Complete Website Ad Set

DOWNLOAD OUR
CO-BRANDED CONTENT FORM

DEADLINE: All materials are due 2 weeks before launch

SPONSOR CONTENT

Content should be informative, objective and valuable to readers rather than overtly promotional. BNP Media may review, edit or decline submitted content. All sponsored content will be clearly labeled.

ARTICLE REQUIREMENTS

- Word Document
- 500 – 2,000 words
- Suggested Headline and approximately 30-word teaser
- Author Bio and Photo optional
- At least one feature image credit

IMAGES AND LOGO

- Logo: High-Resolution
  PNG or GIF, at least 600 pixels wide; transparent background preferred
- Feature Image: Original
  Full-size file, JPG, GIF or PNG; 900 x 550
- All images must be licensed for third-party use and include complete image credit

VIDEO, WHEN APPLICABLE

- Final, fully edited digital file
- Maximum Resolution:
  1920 x 1080
- File Size under 2GB
- Recommended length under five minutes
- Accepted Formats: MP4, MOV, WMV, FLV, MPG or AVI
- YouTube links may also be provided for videos to be embedded within the article body

WEBSITE AD SET

QUANTITY	PLACEMENT	DIMENSIONS
1	Leaderboard	970 x90
1	Tablet Leaderboard	728 X 90
1	Mobile Leaderboard	320 x 50
3	Medium Rectangle	300 x 250
1	Half Page	300 x 600
1	Mobile Replacement	300 x 250

FILE FORMAT: All website ad files must be 72 dpi JPG, PNG or GIF and **200 KB or less per file.**

NEWSLETTER PROMOTION

The package includes two newsletter content ads linking to the sponsored content page. BNP Media will create the ads using the submitted content, image or logo. Leads are available on request.

SOCIAL MEDIA PROMOTION

The package includes **three social media posts total:**

- **Two of which are boosted:** one Facebook and one LinkedIn
  Facebook requirement: Meta Partner Access must be completed before Facebook promotion can be scheduled.
  If Facebook promotion is unavailable, both boosted posts will run on LinkedIn
- All posts will link to the sponsored content page and be labeled as sponsored.

Standard advertising, content and copyright terms outlined in the insertion order apply.

DIRECTORY LISTINGS

Specifications:

LOGO
- Resolution: 300 dpi
- Format: PNG, JPG, EPS

WEB PRODUCT PHOTO
- Resolution: 72 dpi
- Size: 900 x 550 pixels
- Food Master only: 200 pixels wide
- Format: JPG
- Text: Title and 30-word description with custom URL for each

SPEC SHEET
- Resolution: Low resolution
- Format: PDF
- Text: Title and 30-word description for each

PRINT MINI-AD/INCH AD
- Resolution: 300 dpi
- Size: 1.375”w x 1”h
- Format: JPG, PNG, EPS



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

QUESTIONS ABOUT PREMIUM PACKAGES
Please contact Renee Schuett at
schuettr@bnpmedia.com

WHITE PAPER POSTING

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



OTHER
For Video specs, please see standard specs on page 8.

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

NEWSLETTERS

Specifications:

NEWSLETTER IMAGE AD SIZES

- **Leaderboard:** 728 x 90 pixels
- **Medium Rectangle:** 300 x 250 pixels

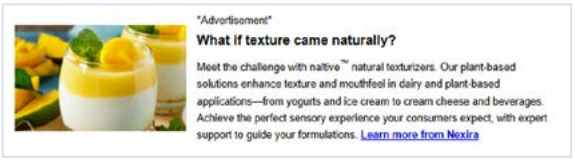
Sizes may not be available on all brands. Ask your rep for details.

- **File Size:** 40k or less
- **Resolution:** 72dpi
- **File Formats:** JPG, PNG, GIF (with optional 3rd party 1x1 impression/click tracking tags)

EMAIL RENDERING WITH OUTLOOK

Please note that 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.

Text Ad >>



TEXT AD (STANDARD, NOT PREMIUM)

- **Click URL**
- **Image:** 230 x 141 pixels; JPG, PNG or GIF*
- **Headline for Ad**
- **Body Text:** Up to 50 words (single paragraph)
- **Wording for Linked CTA:** The CTA should be five words or less, if possible. The most effective CTAs are concise and clear. If a specific CTA is not provided, we will use "Learn more from [advertiser's name]"
- **Text Ads** must include the word "Advertisement" above the ad

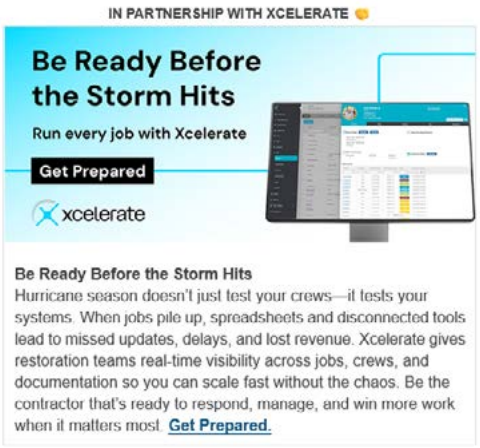
* An image is optional, but recommended. For Text Ads promoting advertiser videos, the image may be closer to 230 x 129 instead, if that works better (due to the ratio of the screenshot).

PREMIUM TEXT AD

Only available for newsletters created in Knak

- **Click URL**
- **Image:** 960 x 440 pixel image (displays as 480 x 220); JPG, PNG, or GIF
- **Headline for Ad**
- **Body Text:** Up to 75 words
- **Wording for Linked CTA:** The CTA should be five words or less, if possible. The most effective CTAs are concise and clear. If a specific CTA is not provided, we will use "Learn more from [sponsor's name]"
- **Premium Text Ads** must include "IN PARTNERSHIP WITH [SPONSOR'S NAME]" above the ad

Premium Text Ad>>



TOPICAL NEWSLETTER SPONSORSHIP

One Advertiser per Newsletter issue - VERY EXCLUSIVE

Sponsorship includes Logo and Topical Text Ad:

LOGO SPECS

- **Location:** Top of the Newsletter; just below the header image, next to "IN PARTNERSHIP WITH"
- **Link:** The logo will link to the advertiser's website
- **Specs:** Please provide a high res image, at least 600 pixels wide; with a transparent background - PNG OR EPS*; a horizontal logo is preferred

* If the text in the logo is black, we may need to convert it to a JPG file so it will be visible in dark mode

TOPICAL AND TEXT AD SPECS

- **Location:** Middle of the Newsletter; after the brand's third article
- **Specs:** See specs above for "TEXT AD (STANDARD, NOT PREMIUM)"
- **Topical Text Ads** must include "A Word From Our Sponsor" above the ad

PODCAST / VIDEO / DIGITAL EDITIONS

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.

FILE FORMATS
.mp4, .mov, .wmv, .mpg, .avi

DOWNLOAD OUR VIDEO PROMOTION FORMS

For packages which include social media and newsletter promotion, please supply the following:

FACEBOOK POST
- 75-100 words of post copy
- Ensure your Facebook page can be tagged as Branded Content

X (TWITTER) POST
- Up to 240 characters of copy, up to 280 characters including hashtags, link, and X (Twitter) handle

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

DIGITAL EDITIONS

PREMIUM AD SPECS

DIGITAL EDITION SPONSORSHIP
- *Full page ad left of cover.*
- Use same specs as full page ad: 8" x 10.75" (Bleed: 8.25" x 11")

PERSISTENT BANNER
- *1 EXCLUSIVE PER ISSUE.*
- Banner ad (728 x 90) runs at bottom of the screen. Pin ad to bottom of browser window.
- Only on desktop, not mobile

INTERSTITIAL ADS
- *Limit 3 per month.*
- 660 x 660 Pop-up ad that is placed over editorial page

AD SPECS

SPREAD: 16" X 10.75" (BLEED: 16.25" X 11")
FULL PAGE: 8" X 10.75" (BLEED: 8.25" X 11")
HALF HORIZONTAL: 7.25" X 4.75"
QUARTER: 3.5" X 4.75"

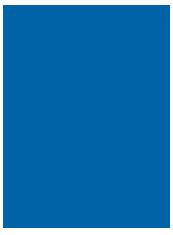
Preferred Format: Hi-res PDF with fonts embedded
Images: 300 dpi
Color Space: CMYK, no Spot Colors

Vital matter on bleed advertisements must be kept at least 1/4" from trim edge.

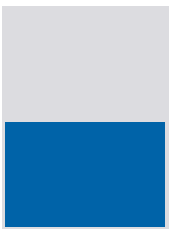
SPREAD
16" X 10.75"



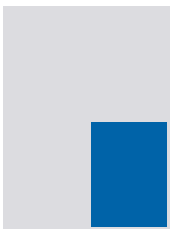
FULL PAGE
8" X 10.75"



HALF HORIZONTAL
7.25" X 4.75"



QUARTER
3.5" X 4.75"



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:
- 1 image OR video
  - **IMAGE**: JPG, up to 4 MB, 1200 x 630 px;
  - **VIDEO**: Resolution range 1280 x 720 or 720 x 1280; 10 GB maximum; 1 second-5 minutes; 16:9 or 9:16 aspect ratio; MP4 or MOV video format
- 75-100 words of post copy
- 3-5 relevant hashtags
- 1 link URL
- REQUIRED: Advertiser Facebook Page URL
- REQUIRED: Ensure your Facebook page can be tagged as Branded Content

X (Twitter) Post:
- 1 image OR video
  - **IMAGE**: up to 5 MB, 1024 x 512 px;
  - **VIDEO**: Resolution range 1280 x 720 px, 720 x 1280 px, or 720 x 720 px; 512MB maximum; 1-140 seconds; 16:9 ratio for the first two sizes, 1:1 ratio for square video posts; MP4 or MOV video format
- 240-280 characters of post copy including hashtags, URL and X (Twitter) handle
- 4-6 relevant hashtags
- 1 link
- Advertiser X (Twitter) handle (if available)

LinkedIn Post:
- 1 image OR video
  - **IMAGE**: JPG, 1104 x 736 px;
  - **VIDEO**: Resolution range 256 x 144 - 4096 x 2304; 5GB maximum; 1 second-10 minutes; 9:16-16:9 aspect ratio; MP4 video format
- 75-100 words of post copy
- 3-5 relevant hashtags
- 1 link URL
- Advertiser LinkedIn Company Page

Instagram Post:
- 1 image OR video
  - **IMAGE**: 2048 x 2048 px;
  - **VIDEO**: Resolution range 1280 x 720 px, 720 x 1280 px, or 720 x 720 px; 512MB maximum; 1-140 seconds; 16:9 ratio for the first two sizes, 1:1 ratio for square video posts; MP4 or MOV video format.
  - ***NOTE: This will post as an Instagram REEL***
- 100-2220 characters of post copy
- 4-6 relevant hashtags
- Geo Location to tag
- 1 link URL (optional)
- REQUIRED: Advertiser Instagram handle

Instagram Story Post:
- 1 image OR video
  - **IMAGE**: 1080 x 1350 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 (optional)
- 1 link URL (optional)
- REQUIRED: Advertiser Instagram handle
- REQUIRED: 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
300dpi logo in TIFF or EPS format, reverse logo, (both with transparent background) and link to the company's website address (URL)

IMAGERY
High resolution image that pertains to the webinar topic (at least 300 dpi, TIFF or EPS format, and you must provide the photo/illustration credit; example: Photo courtesy of XYZ Company)

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. Submit video clips as separate files and not embedded into PowerPoint.
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	LOGO (COMPANY/ EVENT/ WEBINAR)	PRODUCT IMAGE	VIDEO IMAGE	ADVERTISER CONTENT	ADVERTISER LINKS
SNEAK PEEK	MINIMUM 500PX WIDE	300 X 250 (600 X 500 HI-RES)	N/A	· **50 words max** company description · Includes advertiser web ads running on the brand website's main article for 30 days: - 728 x90 leaderboard - 300 x250 medium rectangle - 160 x 600 wide skyscraper	· Link with the 300x250 · Logo + Link
IN CASE YOU MISSED IT	MINIMUM 500PX WIDE	300 X 250 (600 X 500 HI-RES)	N/A	· **50 words max** company description · Includes advertiser web ads running on the brand website's main article for 30 days: - 728 x90 leaderboard - 300 x250 medium rectangle - 160 x 600 wide skyscraper	· Link with the 300x250 · Logo + Link
FOCUS ON	N/A	SPONSOR IMAGE 650 X 397 (1300 X 794 HI-RES)	N/A	Advertiser's article on specific industry topic: · Article Headline · **50 words max** article explanation	· Sponsor Image + Link · Advertiser article + links
MUST SEE - MULTI-PRODUCT, MULTI-IMAGE	MINIMUM 500PX WIDE	300 x 250 (600 X 500 HI-RES)	N/A	· Product Headline · **50 words max** for company description · Up to 4 Products · **35 words max** for each product explanation	· Logo + Link · 1 link for each product
MUST SEE - MULTI-PRODUCT, SINGLE IMAGE - (LIGHT BGD OPTION AVAILABLE)	MINIMUM 500PX WIDE	600 x 350 (1200 X 700 HI-RES) 1 IMAGE TOTAL	N/A	· Product Headline · Up to 4 Products · **50 words max** for product explanation	· Logo + Link · 1 link for each product
MUST SEE - SINGLE PRODUCT, SINGLE IMAGE	MINIMUM 500PX WIDE	450 x 275 (900 X 550 HI-RES) 1 IMAGE TOTAL	N/A	· Product Headline · **50 words max** for product explanation	· Logo + Link · 1 link for product
MUST VISIT	MINIMUM 500PX WIDE	300 x 250 (600 X 500 HI-RES)	N/A	· Product Headline · **50 words max** for show preview summary · **35 words max** for each product explanation · Booth #	· Logo + Link · Up to 3 products/highlights per eblast with a link for each product
POST SHOW	MINIMUM 500PX WIDE	400 X 200 (800 X 400 HI-RES)	N/A	· Product Headline · **50 words max** explanation of product/service from show	· Logo + Link · Up to 3 products/highlights per eblast with a link for each product
WHITE PAPER, CASE STUDY OR EBOOK	MINIMUM 500PX WIDE	550 X 300 (1100 X 600 HI-RES)	N/A	· Digital Media Headline · 50-100 words white paper explanation, **no more than 100 words**	· Logo + Link · Link to white paper, case study or ebook
VIDEO SPOTLIGHT	MINIMUM 500PX WIDE	N/A	550 X 300 (1100 X 600 HI-RES)	· Video Headline · **50 words max** for video summary	· Logo + Link · Link to video
EVENT SPOTLIGHT	MINIMUM 500PX WIDE (OPTIONAL)	FULL WIDTH: 690 WIDE 690 X 377 (1380 X 753 HI-RES RECOMMENDED)	N/A	· Event Name/Headline · 50-100 words event explanation, **no more than 100 words**	· Registration link and one additional link
WEBINAR SPOTLIGHT	MINIMUM 500PX WIDE	· OPTIONAL IMAGE NEXT TO WEBINAR NAME/HEAD: 365 X 330 (730 X 660 HI-RES) • **AVOID TEXT OVERLAY ON IMAGE** · HEADSHOT IMAGES 250 X 250 (500X500 HI-RES)	N/A	· Webinar Name/Headline · 50-100 words webinar explanation, **no more than 100 words** *Optional:* · Speaker name, speaker bio (35 words max) *Word from Our Sponsor section:* ·Logo & ***25 words max***	· Registration link and one additional link
VIDEO BOOTH TOURS	MINIMUM 500PX WIDE	N/A	550 X 300 (1100 X 600 HI-RES)	· Video Headline · **50 words max** video explanation · Booth # (if applicable)	· Logo + Link · Link to video
AUCTION	MINIMUM 500PX WIDE	400 x 200 (800 X 400 HI-RES)	N/A	· Auction/Listing Headline · **50 words max** explaining the listing/products being auctioned	· Logo + Link · Maximum of 3 advertiser links per section
PODCAST	MINIMUM 500PX WIDE	· OPTIONAL EBLAST IMAGE - 650 X 345 (1300 X 690 HI-RES) • **AVOID TEXT OVERLAY ON IMAGE** · HEADSHOT: 250 X 250 (500 X 500 HI-RES)	N/A	· Podcast Headline · **50 words max** podcast explanation	· Logo + Link · Link to podcast
PODCAST (EDITORIAL)	MINIMUM 500PX WIDE	N/A	N/A	· **25 words max** about sponsor company	· Logo + Link

MULTI-SPONSORED EMAIL PRODUCTS

EBLAST TYPE *	LOGO (COMPANY/ EVENT/ WEBINAR)	PRODUCT IMAGE	VIDEO IMAGE	ADVERTISER CONTENT	ADVERTISER LINKS
FOCUS ON	N/A	300 X 250 (600 X 500 HI-RES)	N/A	Advertiser's article or product on specific industry topic: · Article or Product Headline · **35 words max**	· Product Image or Article Image + Link · Advertiser Product or Article + Link
MUST SEE	MINIMUM 500PX WIDE	300 X 250 (600 X 500 HI-RES)	N/A	· Product Headline · **35 words max**	· Logo + Link · Maximum of 3 advertiser links per product section
MUST VISIT	MINIMUM 500PX WIDE	300 X 250 (600 X 500 HI-RES)	N/A	· Product Headline · **50 words max** · Booth #	· Logo + Link · Maximum of 1 advertiser link per product section
POST SHOW	MINIMUM 500PX WIDE	400 x 200 (800 X 400 HI-RES)	N/A	· Product Headline · **35 words max**	· Logo + Link · Maximum of 1 advertiser link per product section
WHITE PAPER	MINIMUM 500PX WIDE	WHITE PAPER COVER IMAGE: 245PX WIDE (490 HI-RES)	N/A	· White Paper Headline · **35 words max**	· Logo + Link · Maximum of 3 advertiser links per White Paper
EBOOK	MINIMUM 500PX WIDE	650 X 300 (1300 X 600 HI-RES)	N/A	N/A	· Logo + Link
VIDEO SPOTLIGHT	MINIMUM 500PX WIDE	N/A	400 X 200 (800 X 400 HI-RES)	· Video Headline · **35 words max**	· Logo + Link · Maximum of 3 advertiser links per Video
VIDEO BOOTH TOURS	MINIMUM 500PX WIDE	N/A	400 X 200 (800 X 400 HI-RES)	· Video Headline · **50 words max** · Booth #	· Logo + Link · Maximum of 3 advertiser links per Video
PODCAST	MINIMUM 500PX WIDE	· HEADSHOT IMAGES 250 X 250 (500X500 HI-RES)	N/A	· Podcast Headline · **35 words max** podcast explanation	· Logo + Link · Link to podcast
TECH FOCUS	MINIMUM 500PX WIDE	400 x 200 (800 X 400 HI-RES)	N/A	· Product Headline · **35 words max**	· Logo + Link · Maximum of 3 advertiser links per product section
INTEGRATED SHOWCASE	MINIMUM 500PX WIDE	400 x 200 (800 X 400 HI-RES)	N/A	· Product Headline · **35 words max**	· Logo + Link · Maximum of 3 advertiser links per product section
GENERAL/ UNIVERSAL TEMPLATE	MINIMUM 500PX WIDE	250 x 250 (500 X 500 HI-RES)	N/A	· Product Headline · **35 words max**	· 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**

ADVANCED TARGETING

Specifications:

Discovery Form will be sent once IO is signed.
In addition to Sponsored eBlast Requirements and Specs, the brand specific Discovery Form must be submitted 2 weeks prior to deployment date. This information will help our Audience Development Team create the custom targeted audience for the eBlast deployment.

ABM

Specifications:

Excel list of company names AND company email domains for targeted audience creation.
In addition to Sponsored eBlast Requirements and Specs, a list of company names/email domains is required to create the custom, targeted audience list.

DRIVE

Specifications:

DRIVE Materials Submission Form needs to be submitted at least 2 weeks prior to launch of campaign.

- Landing Page URL
- 3 "Talking Point" Descriptions
- 3 "Talking Point" Images
- Company Logo
  * High-res image at least 600 pixels wide

DRIVE Materials Submission Form

LEAD NURTURE CAMPAIGN

Specifications:

Lead Nurture Submission Form needs to be submitted at least 2 weeks prior to the launch of the campaign.

- Asset Content
  * Asset Examples: White Paper, Product Brochure, eBook, Product Specs Guide, etc.
- Brief Description of Asset
- Full Description of Asset
- Supplemental Images
- Company Logo
  * High-res image at least 600 pixels wide

Lead Nurture Submission Form

DRIP CAMPAIGNS

Specifications:

No additional content required.
See Page 11 for initial eBlast requirements & specs.

COST PER LEAD (CPL)

Specifications:

Cost Per Lead Submission Forms (2) need to be submitted at least 3 weeks prior to launch of campaign.

CPL Asset Information:

- Landing Page URL
- 3 Different Assets:
  * Asset Examples: White Papers, eBooks, Case Studies, Product Guides, etc.
- 3 Asset Descriptions
- 3 Asset Images
- Company Logo
  * High-res image at least 600 pixels wide
- Suppression File (if applicable)
  * Names to be suppressed from CPL campaign/lead report

Cost Per Lead Submission Form

CPL Gated Form Information:

- Brief Headline for Gated Form
- Call to Action Language
  * Examples: Download your industry report, Get Started, etc.
- Custom Question
- Email Confirmation Text
  * Language to be used in email confirmation after user downloads the gated content

Cost Per Lead Gated Form

QUIZ SPONSORSHIP

Specifications:

Quiz Sponsorship Materials Submission Form needs to be submitted at least 2 weeks prior to the scheduled quiz eBlast deployment date.

- Suggested Quiz Title
- Brief Quiz Description
- Quiz Questions & Answers: 5-10 Questions
- Quiz Image
- Company Logo
  * High-res image at least 600 pixels wide
- URL for Company Logo
- Results Page Additional Resources/Materials
- Quiz Landing Page Web Ads and URL (Optional)

Quiz Sponsorship Materials Submission Form

RETARGETING

See Page 4.

IGNITEDEMAND ACCELERATE NURTURE CAMPAIGN

Specifications:

NOTE: Lead Nurture Submission Form needs to be submitted at least 2 weeks before the launch of the campaign.

- **Asset Content**
  Asset Examples: White Paper, Product Brochure, eBook, Product Specs Guide, etc.
- **Brief Description of Asset**
- **Full Description of Asset**
- **Supplemental Images**
- **Company Logo**
  High-res image at least 600 pixels wide

IgniteDemand Support Team will be in contact to clarify requirements and campaign goals.

Lead Nurture Submission Form

IGNITEDEMAND PRO NURTURE CAMPAIGN

Specifications:

NOTE: Lead Nurture Submission Form needs to be submitted at least 2 weeks before the launch of the campaign.

- **Asset Content**
  Asset Examples: White Paper, Product Brochure, eBook, Product Specs Guide, etc.
- **Brief Description of Asset**
- **Full Description of Asset**
- **Supplemental Images**
- **Company Logo**
  High-res image at least 600 pixels wide

- **Customer Brief Completed before campaign goes live as a part of IgniteDemand Onboarding**
- **Preferred Topic Affinity Selections Determined with support of IgniteDemand and Brand Team**

IgniteDemand Support Team will be in contact to clarify requirements and campaign goals.

Lead Nurture Submission Form

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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.