



DIGITAL DESIGN

advertising specs

BH

MEDIA GROUP

BANNERS: WEB & MOBILE

Dimension measurements provided in pixels

BHMG BANNER ADS ON OUR LOCAL SITES

GUIDELINES:

- **File Formats:** GIF, JPG, HTML5
- **File Size Limits:**
GIF, JPG: 40K
HTML5: 50K
**Large Rectangle: 50K (GIF, JPG), 70K (HTML5)*
- **Resolution:** 72 dpi (dots per inch)
- **Animation:** Animation is limited to 15 seconds.
No animation for Newsletter Creative
- **Content:** Client must be clearly identified in the ad.

SPECIFICATIONS:

Leaderboard

Dimensions: 728x90
970x90

Rectangle

Dimensions: 300x250
(also used on mobile)

Large Rectangle

Dimensions: 300x600

Mobile Dimensions

Dimensions: 300x50
320x50

Business Directory

Header Dimensions: 1170x250
Logo Dimensions: 182x182
Images: 400x400

EXPANDABLE BANNERS

After page load, expandable ads are triggered by mouse over (roll over). Slide down ads trigger automatically for 8 seconds and can be triggered again by mouse over (roll over).

GUIDELINES:

- Resolution 72 dpi
- Rollover button should be no more than 25% of ad
- Rollover and close button must be easily visible
- Animation is limited to 15 seconds
- Audio must be user-initiated
- Audio is 15-30 seconds max

SPECIFICATIONS:

Expanded refers to the max width/height

Expandable Leaderboard

Expanded portion slides down, below the banner

Dimensions: 728x90

File Size Limit: 40K

EXPANDED

Dimensions: 728x250

File Size Limit: 90K

Expandable Large Leaderboard

Expanded portion slides down, below the banner

Dimensions: 970x90

File Size Limit: 40K

EXPANDED

Dimensions: 970x250

File Size Limit: 90K

LOCAL PRE-ROLL VIDEO

SPECIFICATIONS:

File Size Limit: 1 MB

File Formats Accepted: MPEG, and MOV, AVI, WMV, FLV

Aspect Ratio: 16:9 and 4:3

Dimension: 400 x 300 or larger, actual player size varies in a live environment

Max Video Length: 30 seconds (15 seconds or less is recommended)

File Formats Accepted: .mp4, HLS video assets

Frame Rate: 30 FPS

Bitrate: 600 kbps

Resolution: 640x480 (preferred)

3rd Party Tracking Tags? Yes

Tag Preference: VAST, VPAID, JS VPAID

Tracking Pixels: impression, click redirect

WALLPAPER

Dimension measurements provided in pixels

Ad will appear on both left & right sides of the content area, giving the appearance of a 'take over' by filling the background area.

SPECIFICATIONS:

Dimensions: 1670x1170

File Formats Accepted: GIF/JPG

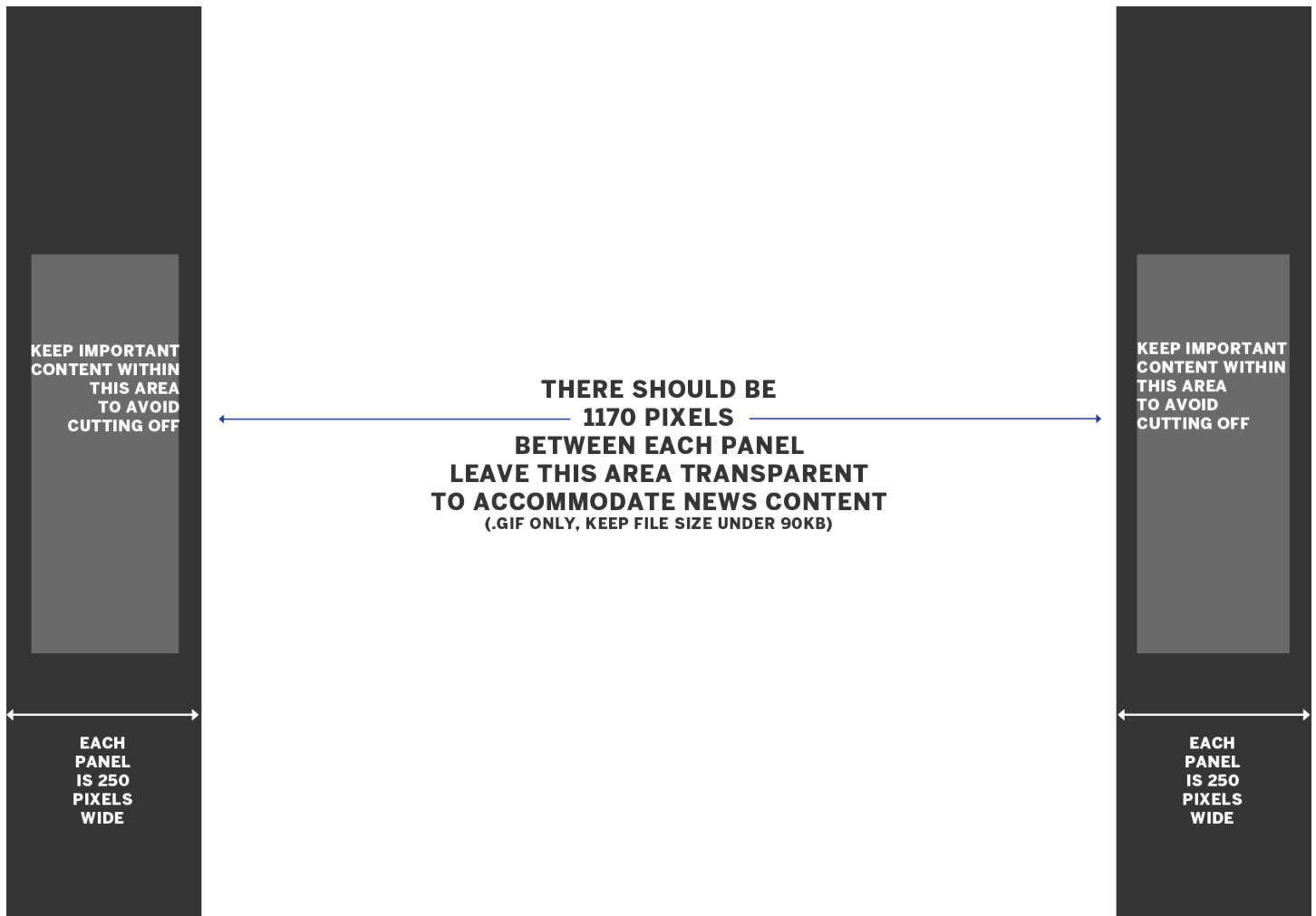
Advertising space: 250x1170 on both left and right side; middle area must be transparent

File Size Limit: 90kb

Includes companion super leader (970x90)

GUIDELINES:

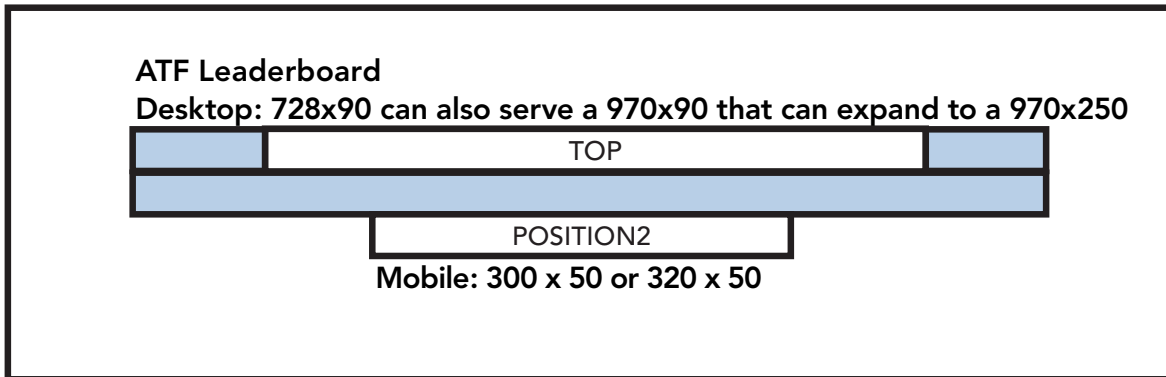
- Resolution 72 dpi
- Must include a companion ad which can include a call to action. Wallpapers are not clickable.
- Use BH Digital Services universal template (email support@bhdigitalservices.com for copy)
- Template is universal for all properties, and is based on 2 layers of browser zoom (100% and 90%)
- Focal Points are intended to line up with editorial content under site headers, and should contain all of the important copy/graphics.
- Blur Zones are for all less important images/patterns/colors/gradients
- Outer edges of all ad areas are the same color



BHMG NETWORK AD PLACEMENTS

This is a representation of ad placements on our network of sites. Please note this is a rough guide and can vary by site.

- 728x90 (can expand to 250 height) – Top, Bottom
- 970x90 (can expand to 250 height) – Top
- 300x250 – Right, Right1, Right2, Right3, BottomLeft
- 300x600 – Right1
- 300x50 – Position2, Position3
- Wallpaper 1670x1170



Desktop + Mobile

300x250 #1
RIGHT

Desktop + Mobile

300x250 #2
RIGHT1

Desktop + Mobile

300x250 #3
RIGHT2

300x250 #5
Articles Only
BOTTOM LEFT

Desktop + Mobile

300x250 #4
RIGHT3

Desktop
Mobile

BTF 728x90 BOTTOM

300x50 and 320x50 POSITION3 can be fixed as footer

BANNERS: MOBILE APP & TABLET APP

Dimension measurements provided in pixels

GUIDELINES:

- **Image File Formats:** GIF, JPG, or PNG
- **Resolution:** 72 dpi

MOBILE APP

AD TYPE	AD SIZE	AD SPECS	FILE SIZE LIMIT	FILE TYPE	AD TAG SUPPORT
App Open	640x770	Ad displays when app opens. User has to hit close to move on.	60k	Image Only	
Front Page Banner	640x100	Ad displays on the front page. Rotates every 20-30 seconds.	30k	Image, animated gif, html 5	✓
Banner	640x100	Ad displays in the sub-categories and in stories. Rotates every 20-30 seconds.	30k	Image, animated gif, html 5	✓
Front Page Box	600x500	Ad displays on the front page in a box.	40k	Image Only	
Article Stream Inline	640x360 (3 lines of text)	Ad displays as the last article shown when the user stops scrolling in the summary view.	40k	Image Only	

TABLET APP

AD TYPE	AD SIZE	AD SPECS	FILE SIZE LIMIT	FILE TYPE	AD TAG SUPPORT
App Open	1080 x 1040	Ad displays when app opens. User has to hit close to move on.	60k	Image Only	
Article Stream Inline	600 x 500	Ad displays on the front page.	40k	Image Only	
Front Page Box	600x500	Ad displays on the front page.	40k	Image Only	
Leader Board	728x90	Ad displays in the sub-categories and in stories. Rotates every 20-30 seconds.	30k	Image, animated gif, html 5	✓

TARGETED DISPLAY

Standard RON and Mobile

GUIDELINES:

- **File Size Limits:**
Max file size is 40kb
 - **Standard RON Dimensions:**
300x250
728x90
160x600
320x50 (required for Geo-Fencing)
600x315 (Responsive, SEE NEXT COLUMN)
 - **Mobile Dimensions:**
320x50
728x90
320x480
300x250
300x50
600x315 (Responsive, SEE NEXT COLUMN)
 - **Creative Backgrounds and Borders:**
On all ads with partially black, white or transparent backgrounds, you must add a visible border of contrasting color to the majority background color of the creative.
 - **Animation:**
The vendor recommends a maximum of 18 frames per second.

The vendor recommends a maximum animation length of 30 seconds with no more than two loops.

These ads can be run in "in-banner," pre-roll and standard video.
- SENSITIVE CATEGORIES:** Our audience extension platform is able to deliver inventory on the sensitive categories listed below but there are restrictions. Please contact Ad Ops for more details.
- Medically sensitive campaigns
 - Alcohol
 - Weapons
 - Tobacco/E-Cigs

ADS MAY NOT:

- Contain fake hyperlinks
- Resemble Windows, Unix, or Mac dialog boxes
- Simulate fake interactivity
- Contain audio (exception: user initiated)
- Initiate downloads
- Be intrusive
- Contain misleading content

Responsive

RUNS ON APP, MOBILE WEB & DESKTOP GUIDELINES:

- **Image Dimensions:** 600x315 or 1200x628
- **Title:** 25 characters (including spaces)
- **Body:** 90 characters (including spaces)
- **Landing page URL**

Pre-Roll Video

SUGGESTED MINIMUM VIDEO STANDARDS:

- **Dimensions:** 960x720, 960x540
- **Audio bit rate:** 128kbps or higher
- **Video bit rate:** 2.0 Mbps or higher
- **Preferred video format:** mp4 (h.264)

ACCEPTED VIDEO FORMATS:

- **MP4 (preferred) FLV, MPEG, MOV, or AVI video file types**

This video will be transcoded into the following sizes and formats:

- Sizes (varies depending on aspect ratio of uploaded video)
 - Small - 540x360
 - Medium - 720x480
 - Large - 1080x720
- Types
 - MP4
 - WEBM
 - X-FLV
 - X-MS-WMV
- **Video Length:** The longer the "spot," the higher the CPM. Longer slots are more expensive. Industry Recommends :15, no more than :30.

Facebook Newsfeed:

- **Dimensions:** 1200x628
- Your image may not include more than 20% text
- **Headline:** (recommended) 25 characters
- **Text:** (recommended) 90 characters
- **Link Description:** (recommended) 30 characters
- **Call to Action:** (optional)
- **Target URL**

TARGETED EMAIL

HTML Creatives are recommended. Flat, Static Image creatives are not recommended, but can be used if needed

GUIDELINES:

Full Email Size:

Width: 400-750 pixels wide for best mobile UX.

Length: Can vary, but we recommend keeping your call-to-action within the top 450 pixels (above the fold).

Images within the creative: Image sizes can vary, as long as they are nested within the email creative. Outlook distorts images taller than 1728 pixels.

For guidelines and templates:

<http://emailcreativeservices.com/>