Integrated Media Specifications

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bnp media

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 (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
5) Web address that the ad should link to (target URL)

All web ads should be sent via email to the sales representative. Display Ads can typically be activated online on the day the completed ad information is received.
Rich Media Preferred Submission Lead-Time: Minimum 3 business days before campaign start.
BNP Media websites are responsive and several ad positions require additional creative sizes for tablet and mobile experience.
Any exceptions to the below specifications will require Internet Manager approval.

DISPLAY ADS

ANIMATION
15 seconds max within ad units without being re-initiated by user.

FILE FORMATS
JPG, PNG, GIF (static or animated), HTML5, Third Party Ad Tags**
Also accepted but not recommended: SWF (Flash ads must include a compressed file containing the .FLA file and any non-standard fonts).

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.

FLASH TECHNICAL GUIDELINES:
Please publish for Flash 9 or lower.
Must have the following clicktag encoded:

> **on (release)**
> **{getURL(_root.clickTAG,"_blank");}**

A default static GIF or JPG is required. Ads in current Flash formats are not compatible with several browsers; most Flash can be converted to HTML5 for an additional fee. Please contact Web Support Manager for FLA template files if needed.

RICH MEDIA (blue shaded ads)

ANIMATION
WITHIN AD UNITS: 15 sec max length (unlimited user initiated), 1.1 MB max file size for host-initiated video (unlimited user initiated)
BILLBOARD: 30 sec max length (unlimited user-initiated)
2.2 MB max file size for host-initiated video (unlimited user-initiated)
MAX VIDEO & ANIMATION FRAME RATE: 24 fps
**3rd party ad tags are accepted, provided the ad already functions correctly as rich media (expands/contracts, working close button, etc.).
EXPANDABLE LEADERBOARD/SKYSCRAPER/PUSHDOWN ADS will expand/contract on rollover/off.
FLOATING/INTERSTITIAL/BILLBOARD ads must feature a prominent close button in the upper-right corner.
All ads must load muted; user-initiated sound on click only.

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

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

SPECIFICATIONS

HOMEPAGE	CREATIVE DIMENSIONS			FILE SIZE	
	DESKTOP	TABLET	MOBILE	DESKTOP & TABLET [1]	MOBILE [2]
LEADERBOARD (ROS)	728X90	728X90	320X50	200KB	50KB
-Super Leaderboard (ROS)	970X90	728X90	320X50	200KB	50KB
-Expandable Leaderboard(ROS)	728X90 (expands to 728 x 315)	728X90 (expands to 728 x 315)	320X50 (expands to 320x415)	200KB/300KB	50KB/200KB
-Pushdown (ROS)	970X90 (expands to 970 x 415)	728X90 (expands to 728 x 315)	320X50 (expands to 320x415)	200KB/300KB	50KB/200KB
RECTANGLE AD	180X150	180X150	180X150	200KB	50KB
MOBILE BANNER	320X50	320X50	320X50	50KB	50KB
HALF PAGE (ROS)	300X600	300X600	300X250	200KB	200KB
-Wide Skyscraper (ROS)	160X600	160X600	300X250	200KB	200KB
-Expandable Wide Skyscraper (ROS)	160X600 (expands to 320x600)	160X600 (expands to 320x600)	300X250	200KB	200KB
-Filmstrip (ROS)	300X3000 (5 panels at 300x600)	300X3000 (5 panels at 300x600)	320X50 (expands to 320x480)	200KB/300KB	50KB/200KB
MEDIUM RECTANGLE (ROS)	300X250	300X250	300X250	200KB	200KB
FLOATING AD / INTERSTITIAL	800X600	768X768	300X250	200KB/300KB	200KB/300KB
SLIDER AD	950X90 (expands to 950x460)	728X90 (expands to 768x768)	320X50 (expands to 320x480)	200KB/300KB (for user initiated content)	50KB/200KB

SUB-PAGES	DESKTOP	TABLET	MOBILE	DESKTOP & TABLET [1]	MOBILE [2]
LEADERBOARD (ROS)	728X90	728X90	320X50	200KB	50KB
-Super Leaderboard (ROS)	970X90	728X90	320X50	200KB	50KB
-Pushdown (ROS)	970X90 (expands to 970x415)	728X90 (expands to 728x315)	320X50 (expands to 320x415)	200KB/300KB	50KB/200KB
-Billboard (sub-page only)	970X250	728X90	320X50	200KB/1MB	50KB
-Expandable Leaderboard (ROS)	728X90 (expands to 728 x 315)	728X90 (expands to 728 x 315)	320X50 (expands to 320x415)	200KB/300KB	50KB/200KB
HALF PAGE (ROS)	300X600	300X600	300X250	200KB	200KB
-Wide Skyscraper (ROS)	160X600	160X600	300X250	200KB	200KB
-Expandable Wide Skyscraper (ROS)	160X600 (expands to 320x600)	160X600 (expands to 320x600)	300X250	200KB	200KB
-Filmstrip (ROS)	300X3000 (5 panels at 300x600)	300X3000 (5 panels at 300x600)	320X50 (expands to 320x480)	200KB/300KB	50KB/200KB
MEDIUM RECTANGLE (ROS)	300X250	300X250	300X250	200KB	200KB
LEFT WIDE SKYSCRAPER (article only)	160X600	160X600	300X250	200KB	200KB
MIDDLE MEDIUM RECTANGLE (index page only)	300X250	300X250	300X250	200KB	200KB
ARTICLE SPONSORSHIP AD (article page only)	180X150	180X150	180X150	200KB	200KB

1. File sizes are listed as Max Initial File Load Size/Host-initiated Subload for Interactive Ads
2. FOR MOBILE RESPONSIVE: No Flash animation, only GIF animation accepted (duration 15 sec). Provide native image file(s) + click-thru URL.

NATIVE ADVERTISING AND SPONSORED CONTENT

REQUIREMENTS AND SPECIFICATIONS

DEADLINE: 2 weeks prior to launch date
NEEDED:
- BRAND
- DATE(S) CAMPAIGN RUNNING
- SPONSOR (COMPANY NAME)
- CONTACT NAME
- EMAIL ADDRESS
- PHONE NUMBER
- COMPANY WEB ADDRESS (LINK YOU WANT TO APPEAR)
- COMPANY FACEBOOK PAGE
- TWITTER ACCOUNT
- DESCRIPTION OF COMPANY (30 WORDS OR LESS)
- COMPANY LOGO (HIGH RES IMAGE, AT LEAST 600 PIXELS WIDE, W/TRANSPARENT BACKGROUND - PNG OR GIF)

PACKAGE INCLUDES:
- WEBSITE LANDING PAGE FEATURING SPONSOR'S CONTENT, PRESENTED WITH LOGO, ADS AND TWITTER FEED
- FEATURED ON [BRAND'S] HOMEPAGE. ALSO APPEARS ON MOBILE APP IF APPLICABLE
- ENEWSLETTER CONTENT AD
- SOCIAL MEDIA

SPONSOR CONTENT PIECE

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

REQUIREMENTS

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

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

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

WEBSITE ADS

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

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

ENEWSLETTER CONTENT

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

SOCIAL MEDIA POSTS

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

WEBSITE SHOWROOM

SPECIFICATIONS

COMPANY LOGO
FORMAT: JPG, GIF or PNG
RESOLUTION: 72dpi
SIZE: 15k or less
DIMENSIONS: 300 pixels wide

IMAGES
QUANTITY: Up to 3 total images
FORMAT: JPG, GIF or PNG
RESOLUTION: 72 dpi
SIZE: 15k or less
DIMENSIONS: Up to 900 x 550 pixels

WORD COUNT
200 words

WHITE PAPER

SPECIFICATIONS

SIZE
4-10 pages (larger files will be evaluated)

SYNOPSIS
50-200 word synopsis of white paper

FORMAT
PDF or Word doc

COMPANY LOGO
FORMAT: JPG, GIF or PNG
RESOLUTION: 72dpi
SIZE: 15k or less
DIMENSIONS: 200 pixels wide

WEBSITE AD
300 X 250 pixels sponsored ad

e-NEWSLETTERS

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

SPECIFICATIONS

STANDARD eNEWSLETTER AD SIZES
BANNER: 468 x 60 pixels
MEDIUM RECTANGLE: 300 x 250 pixels
LEADERBOARD: 728 x 90 pixels
RECTANGLE: 180 x 150 pixels

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

FILE SIZE
40k or less

RESOLUTION
72dpi

ADDITIONAL INFORMATION
You can also include text ads in eNewsletters, however, these should be kept to approximately 50 words or less. A small image may also be used to supplement the text ad. Sponsored videos can also be included. A screenshot of the video should be linked to the hosting site for the video. the screenshot should be 300 x 250 pixels or smaller. Videos cannot be embedded directly into eNewsletters since not all email clients are capable of playing rich media.

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

PRODUCTS OF THE MONTH

SPECIFICATIONS

WORD COUNT
100 words or less

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

CONTACT INFO
Company Name
Address
Phone, Fax
Email Address
Website URL

PODCASTS

SPECIFICATIONS

FORMAT
.mp3

FILE SIZE
2MB

RUNNING TIME
Less than 10 minutes.
For longer podcasts, please contact your sales rep.

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

VIDEO

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

SPECIFICATIONS

RESOLUTION (dimensions)
Any size up to 1920 x 1080 pixels

FILE SIZE
Under 2GB

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

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

DIGITAL MAGAZINES *(SPECIFICATIONS PROVIDED BY BLUETOAD)*

ROTATING ADS
WIDE SKYSCRAPER: 160 x 600 pixels;
SKYSCRAPER: 120 x 600 pixels;
LEADERBOARD: 728 x 90 pixels

FORMAT
 JPG, PNG, SWF

RESOLUTION
72 dpi

FILE SIZE
40k or less

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

ADDITIONAL INFO

A) Full page magazine advertisement, provided as a PDF

B) Logo with link to website
Standard Toolbar: 100 x 35
Animated Icons Toolbar: 65 x 65
Publisher: 265 x 65
iPhone: 64 x 64

C) Video (must be uploaded in an FLV format; audio must be uploaded in .mp3 format)

D) Flash animations
Format: Flash 9 files. Must supply both FLA and SWF files
White Space: Make sure there is no white space around the edge of the Flash animation. Use transparent back-ground to define the correct area of the animation.

ONLINE DIRECTORIES

SPECIFICATIONS

COMPANY LOGO
COLOR: 4-Color
FILE FORMAT: JPG, EPS, GIF
FILE SIZE: 200 pixels, 72 dpi

ONLINE MINI ADS / PRODUCT PHOTOS
COLOR: 4-Color
FILE FORMAT: JPG, EPS or GIF
DIMENSIONS: 900 x 550 pixels
FILE SIZE: 72 dpi
NOTE: You may submit a 25 character title and link to a product specific page for each

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

QUESTIONS ABOUT PREMIUM PACKAGES
Please contact directories@bnpmedia.com

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

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

CUSTOM LANDING PAGES & MICROSITES

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

SPECIFICATIONS

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

To better understand the custom landing pages and microsites we produce, please visit **BNP Solutions** for additional information and samples.

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: http://bcove.me/jymzqf6a

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

SURVEY QUESTIONS
In addition to our template survey, add up to two survey questions delivered after the event is over. (OPTIONAL)
TEMPLATE: https://content.inxpo.com/FileLibrary/1084/30/survey.pdf

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

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

TEST YOUR SYSTEM
https://vts.inxpo.com/scripts/Server.nxp?LASCmd=AI:4;F:APIUTILS!10&

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

PHOTO GALLERY

SPECIFICATIONS

TITLE OF GALLERY
5-7 words

DESCRIPTION OF GALLERY
Max 40 words

PHOTOS
All images should be web ready images in JPG, GIF or PNG format at 72dpi resolution.
LEAD IMAGE - 900 x 550.

NUMBER OF PHOTOS
Max 20 photos

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

MOBILE APP ADS
There are a limited, but effective, number of advertising opportunities in our BNP Mobile Apps.
These ad positions are fully trackable in DoubleClick.

SPECIFICATIONS

SMARTPHONE (Available for iPhone and Android devices)
BANNER: 320 x 50 pixels (GIF, JPG or PNG). Max file size 50k
INTERSTITIAL: 320 x 480 pixels (GIF, JPG or PNG). Max file size 50k

TABLET (Available for iPad and Android devices)
BANNER: 728 x 90 pixels (GIF, JPG or PNG). Max file size 80k
INTERSTITIAL: 768 x 1024 pixels (GIF, JPG or PNG). Max file size 250k

THIS INFO APPLIES TO BOTH SMARTPHONES AND TABLETS
ANIMATION/LOOPING: NO Flash animation, only GIF animation accepted. Duration of animation should be 15 seconds.
DELIVERABLES: Provide native image file(s). Provide click-thru URL.

CONTACT US

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STILL NOT SURE WHO TO CONTACT?
Visit **BNP Solutions** and FIND YOUR BRAND to connect with a sales rep for more information.