



# DIGITAL DESIGN

advertising specs

**BH**

MEDIA GROUP

SP37999

JANUARY 2020

# BANNERS: WEB & MOBILE

Dimension measurements provided in pixels

## BHMG BANNER ADS ON OUR LOCAL SITES

### GUIDELINES:

- **File Formats:** GIF, JPG, HTML5, Third-party ad tags (DoubleClick redirect tags are preferred)
- **File Size Limits:**  
GIF, JPG: 50kb  
HTML5: 70kb
- **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.
- [Click here](#) for HTML5 requirements.

### SPECIFICATIONS:

#### Leaderboard

**Dimensions:** 728x90  
970x90  
970x250

#### Rectangle

**Dimensions:** 300x250  
(also used on mobile)

#### Large Rectangle

**Dimensions:** 300x600

#### Reveal Ad

Large top-of-page unit that users scroll past to see content.

**Desktop Dimensions:** 1920x600

**Mobile Dimensions:** 800x250  
(file size 150kb)

#### Floatbar Ad

Ad anchored to the bottom of the user's screen, follows the user as they scroll. Includes an 'x' for users to close.

**Desktop Dimensions:** 1170x70

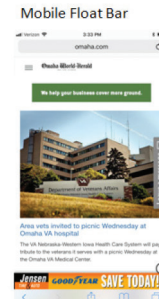
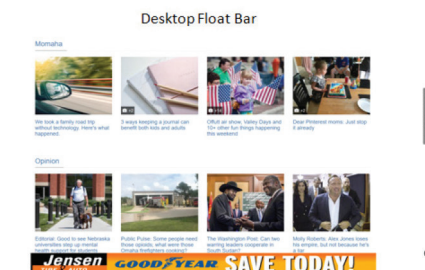
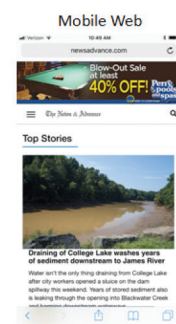
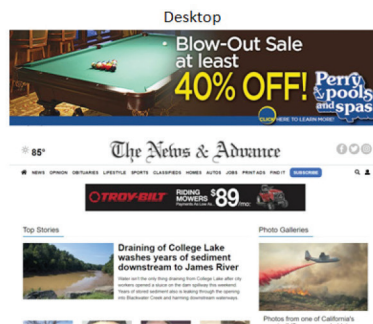
**Mobile Dimensions:** 480x50  
(file size 150kb)

#### Mobile Dimensions

**Dimensions:** 300x50  
320x50

#### Business Directory

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



# VIDEO

Dimension measurements provided in pixels

Advertisements with which users can interact and/or advertisements that involve motion.

## LOCAL PRE-ROLL VIDEO

### SPECIFICATIONS:

**Dimension:** 640x480 (preferred)

**Aspect Ratio:** 16:9 and 4:3

**File Size Limit:** 1.5 MB for 15s, 3 MB for 30s

**File Formats Accepted:** MP4 (preferred), MPEG, and MOV, AVI, WMV, FLV

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

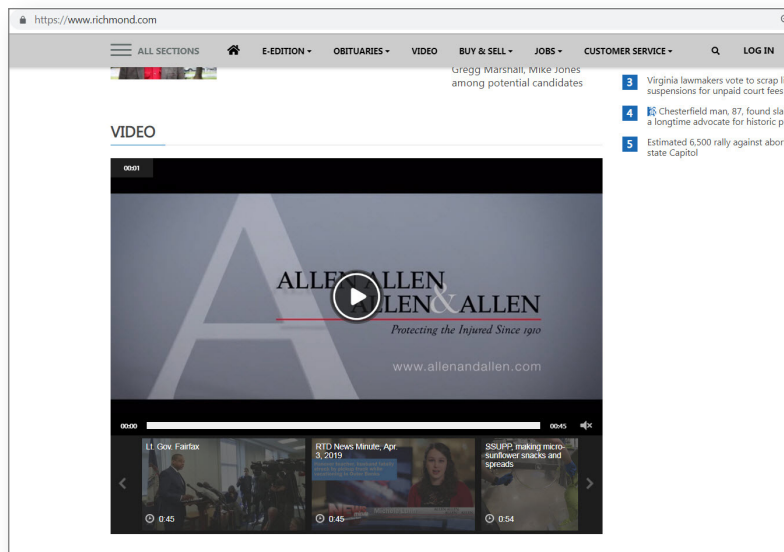
**Frame Rate:** 30 FPS

**Bitrate:** 600 kbps

**3rd Party Tracking Tags?** Yes

**Tag Preference:** VAST, VPAID, JS VPAID

**Tracking Pixels:** impression, click redirect



# 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.

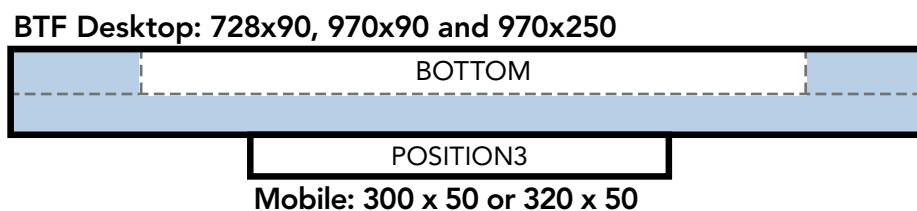
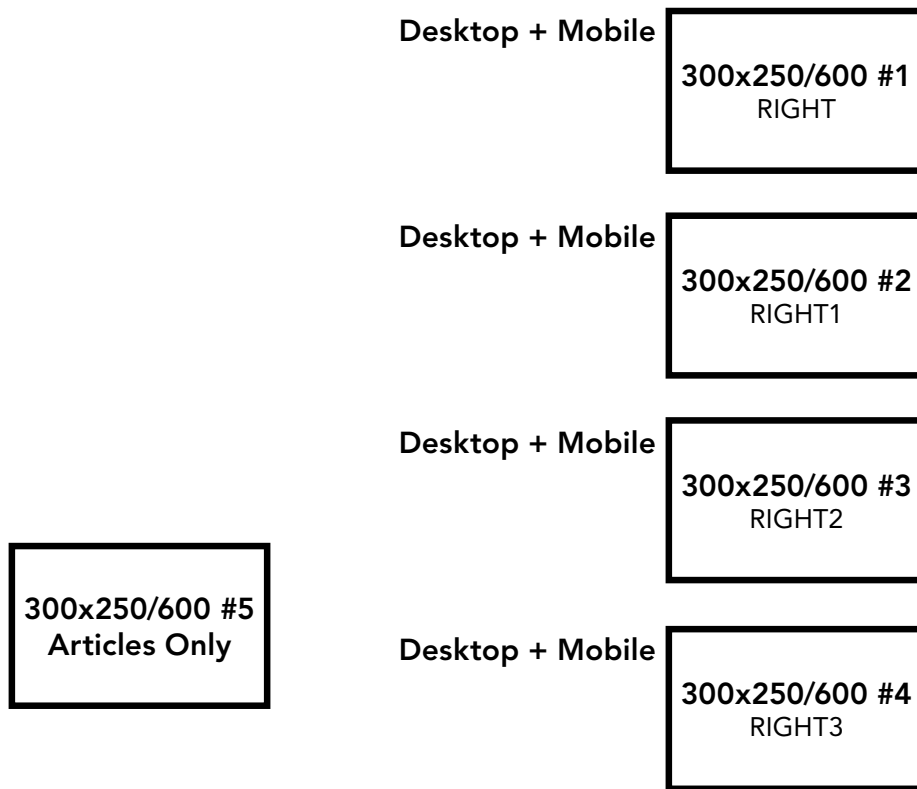
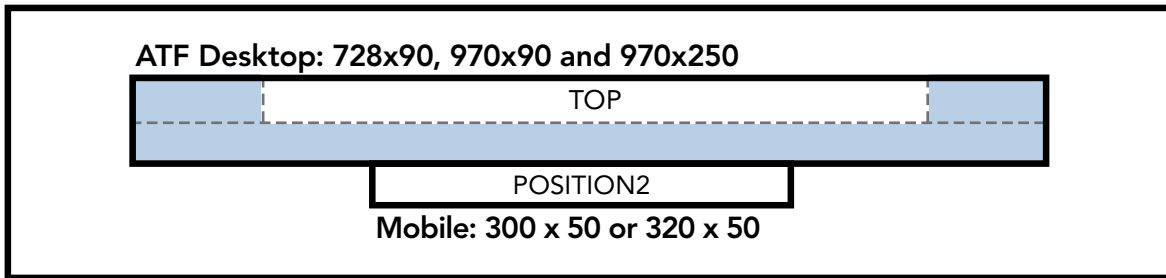
For guidelines and templates:

<http://emailcreativeservices.com/>

# 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, 970x90 – Top, Bottom
- 970x250 – Top, Bottom
- 300x250/600 – Right, Right1, Right2, Right3
- 300x50 – Position2, Position3
- 320x50 – Position2, Position3



# BANNERS: PHONE APP & TABLET APP

Dimension measurements provided in pixels

AD TYPE	AD SIZE	AD SPECS	FILE SIZE LIMIT	FILE FORMATS
App Open	Mobile Devices* • 480x320 • 320x480	Appears when user first opens the app	100kb	Image Only
Interstitial	Tablet Devices* • 1024x768 • 768x1024 <i>*All 4 sizes must be provided</i>	Appears between every 3 article swipes		
Standard Display/Banners Rectangle	300x250 / 728x90	Ad displays in the sub-categories and in stories. Rotates every 20-30 seconds.	50kb	Image (jpg, gif, png), html, and 3rd party tags
	320x50	Appears between stories on the homepage and section fronts within the app*	50kb	

\* Note: Article pages with in the app will show 300x250 / 320x50s booked to mobile/desktop web.

## APP OPEN / INTERSTITIAL



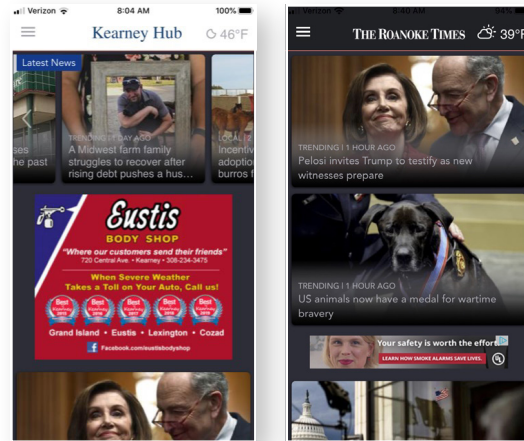
### Mobile Devices

- 480x320
- 320x480

### Tablet Devices

- 1024x768
- 768x1024

## STANDARD DISPLAY / BANNERS



- 300x250
- 728x90
- 320x50

# 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)  
1200x628 (Responsive, SEE NEXT COLUMN)
- **Mobile Dimensions:**  
320x50  
728x90  
320x480  
300x250  
300x50  
1200x628 (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.
- **Privacy Policy compliance:**  
All Click through URL landing pages are required to provide a Privacy Policy. Please work with your legal team to insure compliance.

**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:** 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.

## OTT/CTV Video

- **Dimensions:** 960x720, 960x540
- **Audio bit rate:** 128kbps or higher
- **Video bit rate:** 2.0 Mbps or higher
- **Preferred format:** mp4 (h.264)
- **Max video file size:** 10 MB with a max final load size of 200 MB

# TARGETED DISPLAY

## SITE & CONVERSION PIXELS

The same pixel is used for all tracking of all clients (both for Site and Conversion tracking).

```
<script async src='https://tag.simpli.fi/sifitag/4bd62c60-a2ee-0135-deec-06659b33d47c'></script>
```

BH Digital Services needs the Landing page URL.

### Google Tag Manager

If the client's site has Google Tag Manager, please contact BH Digital Services support for the GTM pixel.

### BELOW ARE INSTRUCTIONS FOR PLACING THE PIXEL VIA POPULAR WEBSITE HOSTS.

#### Wordpress:

*Note: The pixel is available only on self-hosted Wordpress.org sites, not Wordpress.com sites.*

Visit Wordpress.

1. From your dashboard, click Plugins > Add New to add the Conversion Pixel plugin
2. From the Settings section, click Conversion Pixel
3. Select the post types you want to enable conversion tracking on, then click Save Changes
4. Go to your Wordpress page and click Edit Page
5. Scroll down to the Pixel Conversion Code box
6. Check the box next to Insert Conversion Pixel Code
7. Paste in the code and click Update

#### Shopify:

To set up Pixel for your Shopify store:

1. From your Shopify admin, click Settings, then click Online Store(shortcut G S W)
2. Find the Pixel section, and then enter your Pixel ID
3. Click Save

#### LeadPages:

1. From your admin page, click Lead Page Options > Tracking Codes
2. In the Head-Tag Tracking Code box, paste the code
3. Click Done
4. Click Publish

#### Teespring:

1. Only copy the pixel ID, not the whole code
2. Go to your campaign settings and click Conversion Pixels
3. Paste the pixel ID under This Campaign or All Campaigns, depending on which you prefer
4. Click Update

#### Wix:

1. Edit your website
2. Create an HTML box
3. Paste the pixel code into the text box and click Update
4. Drag the HTML box to attach it to the header at the top of the page
5. Save and publish

#### Weebly:

1. Click Embed Code and drag it to the top of the page
2. Click Edit Custom HTML
3. Paste the code
4. Click Publish

#### Big Commerce:

1. Go to Setup & Tools > Customize your store > Conversions
2. Paste code in the Conversion Tracking Code area
3. Save your changes

#### GoDaddy:

1. Log into your Website Builder account
2. Click Edit Site
3. Click the three-bar icon in the top-right corner of your screen and select Site Settings
4. Select Site-wide Code
5. Paste the pixel code between the <head> tags
6. Click OK and close the Site Settings window
7. Click Publish

# BH DIGITAL SERVICES REPORTING DASHBOARD

## JAVASCRIPT TRACKING CODE PLACEMENT

If using JavaScript to track engagement through the BH Digital Services dashboard place the universal tracking snippet need to be placed on each page the user wants to track, including the recommended click-through URL. The snippet is placed one time on each page no matter how many click-through URLs are provisioned. We recommend placing it before the closing body tag (</body>)

**NOTE: The JavaScript code can be placed in a Google Tag Manager Container.** If you have any questions please contact BH Digital Services.

## GOOGLE ANALYTICS

If client wishes to tie their Google Analytics to your Dashboard please contact BH Digital Services.

The client will need to grant Read & Analyze access to BH Media, by logging into their Google Analytics account. BH Digital services will provide an email like the one below with the following instructions:

- Navigate to Admin settings of your Google Analytics account
- Select User Management under the Account section
- Add Read & Analyze permissions for: [service5@trumeasure-analytics.iam.gserviceaccount.com](mailto:service5@trumeasure-analytics.iam.gserviceaccount.com)

**(Note: This is not necessarily the email address you will need to grant access to. BH Digital Services will send an updated email to grant access to when we receive your request.)**

# FACEBOOK NEWSFEED

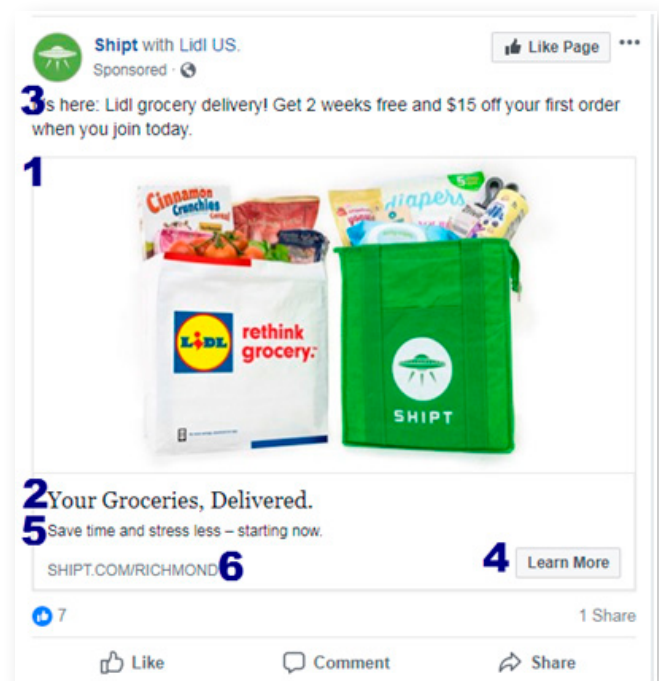
## Single Image Ad

- 1. Image:** The images you use have a big impact on how users respond to your ad.
  - **Dimensions:** 1200x628
  - **File type:** .jpg or .png
  - Maximum of 20% text in image, otherwise ad may be rejected by Facebook or will not receive full reach/delivery. [Click here](#) to check your image.
- 2. Headline:** (recommended) 25 characters – Should grab attention and explain what the ad is about.
- 3. Text:** (recommended) 90 characters-Provides more detail on what your promoting.
- 4. Call to Action:** Facebook has about 12 predefined; Ad Ops will choose the best that suits your message.
- 5. Link Description:** (optional) 30 characters – Inform the users where they are clicking to and what to expect once they get there. If you do not provide one, the system will pull from the landing page you provide.
- 6. Click-through URL**

**Video Ad:** [Click here](#) for specs

**Slideshow/Carousel Ads:** [Click here](#) for specs

**Collection/Canvas Ads:** [Click here](#) for specs



**Facebook Ad Policies:** [Click here](#) for specs