



Bulletin Media Advertisement Specifications

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Creative is due by 3pm, two business days prior to your first insertion date.

Please submit creative to the Ad Operations team:

Jamie Milano
jmilano@bulletinmedia.com

Kim Stumpe
kstumpe@bulletinmedia.com

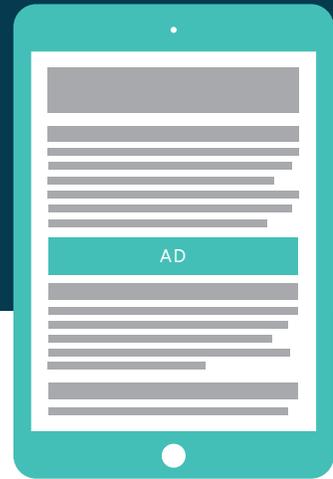
Standard IAB & Animated GIFs



300x250



160x600



728x90

We accept JPGs, GIFs, or animated GIFs (3 frames max).
File size must not exceed 80kb.

NOTES

We do not accept Flash files.

Animated Gifs: Outlook 2007 and later versions do not support animated GIFs. Only a static representation of the GIF image shows, so please ensure that the first frame is sufficient on its own as a static image.

All ads with white or partially white backgrounds must use a black 1-pixel border.

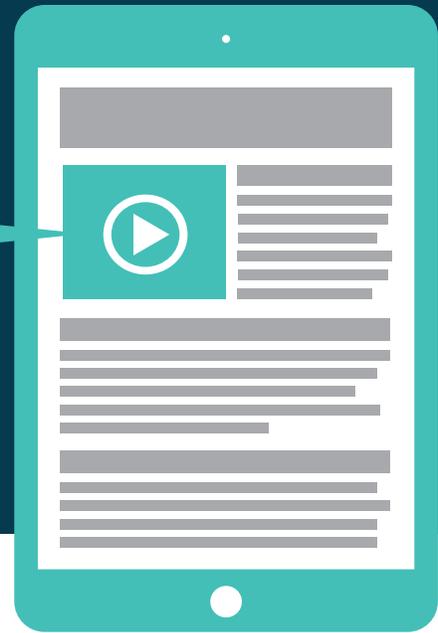
728x90 ads will be scaled down to fit on mobile devices.

Video

(Static Frame)



300x250



The advertisement is placed within the briefing as a JPG or GIF that replicates a chosen frame of the video. User clicks on ad and is taken to a website, hosted by the advertiser, where video is playing.

We accept JPGs or GIFs sized at 300x250. File size must not exceed 80kb.

NOTES

A timestamp displaying the length of the video can be included as well.

We do not accept Flash files.

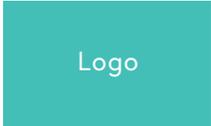
We can host video assets in some select cases.

Text & Enhanced Text

Text Advertisement

Title of Text Ad

Quam temere in vitiis, legem sancimus haerentia. Morbi fringilla convallis sapien, id pulvinar odio volutpat. [Click here](#) to learn more.



Logo: 120x110(max), 40kb(max), JPG or GIF

Title: 100 characters (max)*

Text: 500 characters (max)*

*spaces included

Third-party click and pixel tracking is accepted.

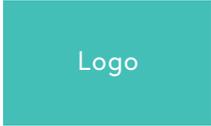
Enhanced Text Advertisement

[Clickable Headline](#)

Nihilne te nocturnum praesidium Palati, nihil urbis vigiliae.

[Clickable Headline](#)

Ut enim ad minim veniam, quis nostrud exercitation.



Logo: 120x110(max), 40kb(max), JPG or GIF

Headline: 75 characters (max)*

Link Text: 75 characters (max)*

*spaces included

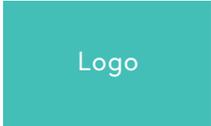
Up to 5 different links can be supported.

Sponsored Job Posting

Sponsored Job Posting

Title of Job Posting

Quam temere in vitiis, legem sancimus haerentia. Morbi fringilla convallis sapien, id pulvinar odio volutpat. [Click here](#) to learn more.



Logo

Logo: 120x110(max), 40kb(max), JPG or GIF

Title: 100 characters (max)*

Text: 500 characters (max)*

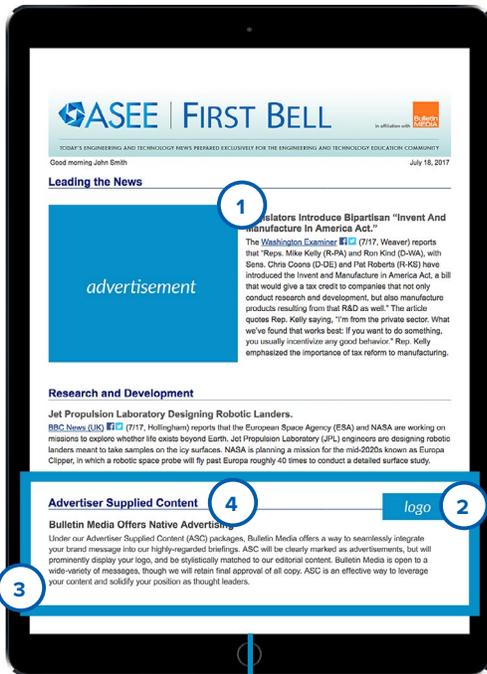
*spaces included

Third-party click and pixel tracking
is accepted.

Advertiser Supplied Content

Seamlessly integrate brand assets into one powerful campaign.

Advertiser Supplied Content represents an opportunity for our trusted advertising partners to **directly position content** in Bulletin Media's briefings. Clearly labeled, Advertiser Supplied Content is **integrated within each briefing's editorial content, ensuring high visibility** for our advertising partners.



- 1 Run Advertiser Supplied Content in conjunction with display advertisements for maximum impact.
- 2 Advertiser branding is prominently displayed.
- 3 Multiple links direct readers to a range of brand resources.
- 4 Section headers, headlines, and body text match the briefing's style to create a smooth reader experience.

Note: Headline and copy require pre-approval from Bulletin Media.

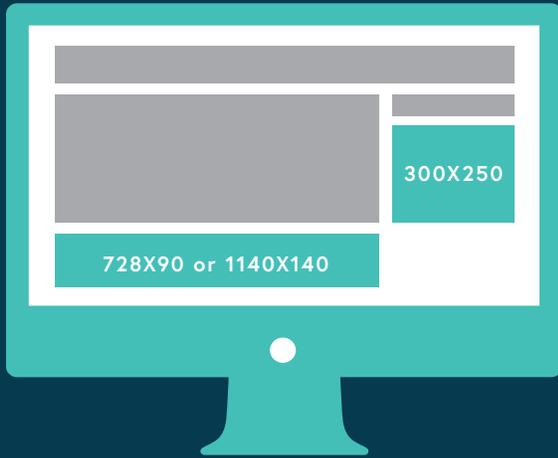
Logo: 200x60(max), 40kb(max), JPG or GIF
Title: 100 characters (max)*
Text: 500 characters (max)*
 *spaces included

Advertiser Supplied Content



Bulletin Media Offers Native Advertising

Under our Advertiser Supplied Content (ASC) packages, Bulletin Media offers a way to seamlessly integrate your brand message into our highly-regarded briefings. ASC will be clearly marked as advertisements, but will prominently display your logo, and be stylistically matched to our editorial content. Bulletin Media is open to a wide-variety of messages, though we will retain final approval of all copy. ASC is an effective way to leverage your content and solidify your position as a thought leader. [Get in touch](#)



Website Ad Specifications

Static Standard IAB

We accept JPGs, GIFs, or animated GIFs (3 frames max)
sized at 300x250, 728x90, and 1140x140.

File size must not exceed 50kb.

Rich Media

We accept Flash (18fps, 15 sec max) and Video (15 sec max)
sized at 300x250, 728x90, and 1140x140.

File size must not exceed 40kb.

NOTES

Audio is initiated by user on click.

Video controls: "Close X", Play, Pause, Rewind, Volume.

Does Bulletin Media accept HTML5?

Yes! but not all HTML5 is created equal.

While Bulletin Media accepts HTML5, it's important to note that not all platforms support HTML5 in the same way. Below is a quick primer on how different platforms support different formats of HTML5.



STATIC IMAGES



VIDEO



ANIMATION



FLASH



There's no such thing as an HTML5 image... an image is an image!

Static images coded in HTML5 render as standard JPEGs or GIFs in email.

The image tag and link will work properly in email clients.



iPhone's IOS8, which represents 90% of our mobile opens, does not support HTML5 video in email. Because of this, we do not accept HTML5 video files.

Workaround: We can host an HTML5 video on a landing page. We'll place a static frame of the video in our briefing with a Play button overlay, so users know they will be redirected to a video.



HTML5 uses Javascript to enable animation and other dynamic drawing.

Because Javascript is universally blocked by email clients due to its potential to create security risks, we do not accept this type of HTML5 ad.



Flash isn't part of HTML5, but some advertisers use it as an alternative to HTML5.

An increasing number of tech companies, led by Apple, have abandoned Flash and do not allow it to render on their devices.

As a result, we do not accept Flash in our briefings.