BDG MEDIA CREATIVE SPECS - 2018

BDG MEDIA ARE SECURE WEBSITES, SO ALL TAGS MUST BE HTTPS

												Rich Media Specs													Audio/Video Specs								Audio Only Specs
												Standard Creative (static) File Size Specs		HTML5 Banner File Size Specs		Rich media execution				Expansion Specs					Audio/Video Specs (including progressive or video-capable flash ad units)								Audio Only Specs
SITE	PLACEMENT	Platforms	CREATIVE SIZE (initial for Rich Media)	LEAD TIME	ASSETS & ACCEPTABLE FILE FORMATS	Served by Site or can be third party served	DEVELOPER (Site or Creative Agency)	THIRD PARTY TRACKEDABLE via 1x1 pixels or THIRD PARTY SERVED	STATIC/BACKUP JPG AD MAX FILE SIZE (K)	# of creative Rotations (only if site served)	Can accept Monitoring or blocking pixels?	Polite or Initial Load Max File Size (specify K, MB)	Subs. Download Max File Size (specify K, MB)	Polite Initial Load Max File Size (specify K, MB)	Subs. Download Max File Size (specify K, MB)	Frames per Second	Max Animation	Loops	What Flash Versions are accepted or HTML5?	Expand Action (Rollover or Click)	Expand Direction (e.g. Up, Right, Any)	Max. Expansion Size (w x h)	Close button req? (Y/N)	User-initiated or Auto-expand	Video (auto or user-initiated) If user-initiated, specify click or mouseover	Max Video Length (mm:ss)	Max Video File Size	Video Format	Codecs/Video Compression	Aspect Ratio	Sound (auto or user initiated specify click or mouseover))	Key Frame Interval	Max BITRATE KBPS
PANORAMIC AD PRODUCTS/TYPES - SHORTER VIDEOS ALWAYS PERFFERED, SUCH AS 5-15 SEC MAX																																	
BDG Media	Panoramic - cross platform Custom Unit (static)	desktop, mobile web and tablet web	Tracked via 1x1 tags /Dimensions per platform: Mobile 800x400 & Desktop/Tablet 6000x2182	7 Business days if site built, 4 days if agency designs	Editable file formats - layered psds, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message	site-served	Site or Agency	1x1 only	N/A	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		n/a
BDG Media	Panoramic - cross platform Custom Unit - VIDEO INSERT (1 Video) (5-30 seconds max)	desktop, mobile web and tablet web	Tracked via 1x1 tags /Dimensions per platform: 970x364 750x280 435x200 320x160	7 Business days if site designs, 4 days if agency designs	Editable file formats - layered psds, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message and uncompressed .mp4/.mov (720p) - 16:9 aspect ratio, 5-30 seconds max to auto-play, *video can be 2 min, but must be click to play	site-served	Site Must Build because placment is custom	1x1 only	N/A	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	Max video file size is 60 MB or less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play or user initiated play on desktop. On iOS tablets and phones, auto play will not be possible, click to start only	15-30 sec	3 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	16:9 widescreen	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
BDG Media	Panoramic - cross platform Custom Unit - Widescreen (full bleed) Video (5-30 seconds max)	desktop, mobile web and tablet web	Tracked via 1x1 tags /Dimensions per platform: 970x364 750x280 435x200 320x160	8 Business days if site designs, 5 days if agency designs	Editable file formats - layered psds, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message and uncompressed 16:9 aspect ratio video file in .mp4/.mov (720p), 5-30 seconds max to auto-play, *video can be 2 min max, but must be click to play. If video includes text near the border, we must have the following video dimensions to execute widescreen (full bleed) video: Desktop: 1425 x 525, Tablet: 850x400, Mobile: 640x320	site-served	Site Must Build because placment is custom	1x1 only	N/A	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	Max video file size is 60 MB or less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play or user initiated play on desktop. On iOS tablets and phones, auto play will not be possible, click to start only	15-30 sec	3 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	16:9 widescreen, but if video includes text near the border, we must have the following video dimensions to execute widescreen (full bleed) video: 1920x1080 px full HD videos, not larger than 10 MB, MP4 file (or H264)	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
BDG Media	Panoramic - cross platform Custom Unit - Multi-Video (2-10 max Videos) *Full Bleed video optional (5-30 seconds max)	desktop, mobile web and tablet web	Tracked via 1x1 tags /Dimensions per platform: 970x364 750x280 435x200 320x160	8 Business days if site designs, 5 days if agency designs	Editable file formats - layered psds, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message and uncompressed 16:9 aspect ratio video file in .mp4/.mov (720p), 5-30 seconds max to auto-play, *video can be 2 min max, but must be click to play. If video includes text near the border, we must have the following video dimensions to execute widescreen (full bleed) video: Desktop: 1425 x 525, Tablet: 850x400, Mobile: 640x320	site-served	Site Must Build because placment is custom	1x1 only	N/A	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	Max video file size is 60 MB or less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play or user initiated play on desktop. On iOS tablets and phones, auto play will not be possible, click to start only	5-30 sec	3 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	16:9 widescreen, but if video includes text near the border, we must have the following video dimensions to execute widescreen (full bleed) video: 1920x1080 px full HD videos, not larger than 10 MB, MP4 file (or H264)	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
BDG Media	Panoramic - cross platform Custom Unit - Image/product Gallery (4-10 max images)	desktop, mobile web and tablet web	Tracked via 1x1 tags /Dimensions per platform: 970x364 750x280 435x200 320x160	8 Business days if site designs, 5 days if agency designs	Editable file formats - layered psds, eps logos, imagery, style guidelines and 2-10 images of products to be featured all in editable file format	site-served	Site Must Build because placment is custom	1x1 only. If products need unique click outs, please make sure they are provided.	N/A	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
BDG Media	Store locator Panoramic with optional product gallery	desktop, mobile web and tablet web	Tracked via 1x1 tags /Dimensions per platform: 970x364 750x280 435x200 320x160	8 Business days	Excel file that includes addresses of all store locations, editable file formats - layered psds of products and imagery, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message and uncompressed 16:9 aspect ratio video file in .mp4/.mov (720p), 5-30 seconds max to auto-play, *video can be 2 min max, but must be click to play. If video includes text near the border, we must have the following video dimensions to execute widescreen (full bleed) video: Desktop: 1425 x 525, Tablet: 850x400, Mobile: 640x320	site-served	Site Must Design & Build because placment is custom	1x1 only. If products need unique click outs, please make sure they are provided.	N/A	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play or user initiated play on desktop. On iOS tablets and phones, auto play will not be possible, click to start only	5-30 sec	3 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	16:9 widescreen, but if video includes text near the border, we must have the following video dimensions to execute widescreen (full bleed) video: 1920x1080 px full HD videos, not larger than 10 MB, MP4 file (or H264)	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
BDG Media	Panoramic - CUSTOM	desktop, mobile web and tablet web	Tracked via 1x1 tags /Dimensions per platform: 970x364 750x280 435x200 320x160	8 Business days	Editable file formats - layered psds, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message and uncompressed 16:9 aspect ratio video file in .mp4/.mov (720p), 5-30 seconds max to auto-play, *video can be 2 min max, but must be click to play. If video includes text near the border, we must have the following video dimensions to execute widescreen (full bleed) video: Desktop: 1425 x 525, Tablet: 850x400, Mobile: 640x320	site-served	Site Must Design and Build because placment is custom	1x1 only	N/A	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play or user initiated play on desktop. On iOS tablets and phones, auto play will not be possible, click to start only	5-30 sec	3 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	16:9 widescreen, but if video includes text near the border, we must have the following video dimensions to execute widescreen (full bleed) video: 1920x1080 px full HD videos, not larger than 10 MB, MP4 file (or H264)	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
BDG Media	Panoramic Miniscroller Unit - Interactive or can host video with Parallax Effect	desktop, mobile web and tablet web	Responsive - takes up almost the full screen when it scrolls into view	8 Business days	Editable file formats - layered psds, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message and MOV video file, 1920x1080 px (16:9 Aspect Ratio) video Display Aspect Ratio, 60 MB max, 5-30 seconds max, but 15 or less recommended. Unit can be be interactive and just include graphics and imagery, so video is not required.	site-served	Site Must Design and Build because placment is custom	1x1 only	N/A	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	Max video file size is 60 MB or less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play video or click to start	15-60 sec	60 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	Standard 2:1 Display Aspect Ratio	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
360 VIDEO AD UNITS - AGENCY MUST PROVIDE 360 VIDEO ASSETS																																	
BDG Media	Mobile Interscroller Unit - hosts 360 Video	Mobile Web on long articles only	Responsive - takes up almost the full screen when it scrolls into view	7 Business days if site designs, 5 days if agency designs	The 360° Video component uses one stream with the following settings: MPG4 HQ+(720p), for both mobile and desktop. .mp4 or .mov container, H.264 Video, Standard 2:1 Display Aspect Ratio, 60 MB max, 15-60 seconds max, but 15 or less recommended. AGENCY MUST PROVIDE 360 VIDEO	site-served	Site Must Design and Build because placment is custom	1x1 only	N/A	1	Y- monitoring only	Max video file size is 60 MB or less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play video or click to start	15-60 sec	60 MB max	.mp4 or .mov container	H.264 Video	2:1 Display Aspect Ratio is the standard	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
BDG Media	300x250 - includes 360 Video	desktop, mobile web and tablet web	300x250	7 Business days if site designs, 5 days if agency designs	The 360° Video component uses one stream with the following settings: MPG4 HQ+(720p), for both mobile and desktop. .mp4 or .mov container, H.264 Video, Standard 2:1 Display Aspect Ratio, 60 MB max, 15-60 seconds max, but 15 or less recommended. AGENCY MUST PROVIDE 360 VIDEO	site-served	Site Must Design and Build because placment is custom	1x1 only	N/A	1	Y- monitoring only	Max video file size is 60 MB or less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play video or click to start	15-60 sec	60 MB max	.mp4 or .mov container	H.264 Video	2:1 Display Aspect Ratio is the standard	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
STANDARD IAB UNIT																																	
BDG Media	300x250	desktop, mobile web and tablet web	300x250	3 Business days	n/a - tags provied by client	Site (if static) or Third Party served	Site or Agency	1x1 pixels or THIRD PARTY SERVED	40KB	4	Y- monitoring only	60-200 kb	200 kb	200 kb	300 kb	24 fps	30 secs	5 loops	HTML5 only	Click	Left on desktop and tablet, up/down on mobile	300x250 expands up, dimensions = 300x500, if it expand left, dimenions = 600x250	Y	User-initiated	Auto play or user initiated play is an option on desktop. On iOS tablets and phones, auto play will not be possible	30 sec	2.2 MB	HTML5 Video	encoded with an h.264 codec at the highest quality setting recommended	**16:9 widescreen or 4:3 standard**	Click to Start		400-600 Standard Default Rate - 512
BDG Media	320x50	mobile web and app	320x50	3 Business days	n/a - tags provied by client	Site (if static) or Third Party served	Site or Agency	1x1 pixels or THIRD PARTY SERVED	40KB	4	Y- monitoring only	50 kb	200 kb	100 kb	300 kb	24 fps	30 secs	5 loops	HTML5 only	Click	down	320x418	Y	User-initiated	Auto play or user initiated play is an option on desktop. On iOS tablets and phones, auto play will not be possible	30 sec	2.2 MB	HTML5 Video	encoded with an h.264 codec at the highest quality setting recommended	**16:9 widescreen or 4:3 standard**	Click to Start		400-600 Standard Default Rate - 512
BDG Media	728x90	desktop and tablet web	728x90	3 Business days	n/a - tags provied by client	Site (if static) or Third Party served	Site or Agency	1x1 pixels or THIRD PARTY SERVED	40KB	4	Y- monitoring only	60-200 kb	200 kb	200 kb	300 kb	24 fps	30 secs	5 loops	HTML5 only	Click	down	728x315	Y	User-initiated	Auto play or user initiated play is an option on desktop. On iOS tablets and phones, auto play will not be possible	30 sec	2.2 MB	HTML5 Video	encoded with an h.264 codec at the highest quality setting recommended	**16:9 widescreen or 4:3 standard**	Click to Start		400-600 Standard Default Rate - 512
BDG Media	970x250	desktop	970x250	5 Business days	Tags provided by client or if Bustle builds, provide Editable file formats - layered psds, eps logos, imagery, style guidelines	Site (if static) or Third Party served	Site or Agency	1x1 pixels or THIRD PARTY SERVED	40KB	4	Y- monitoring only	100-200 kb	1 MB	200 kb	1 MB	24 fps	30 secs	5 loops	HTML5 only	Click	n/a	n/a	n/a	n/a	Auto play or user initiated play is an option on desktop. On iOS tablets and phones, auto play will not be possible	30 sec	2.2 MB	HTML5 Video	encoded with an h.264 codec at the highest quality setting recommended	**16:9 widescreen or 4:3 standard**	Click to Start		400-600 Standard Default Rate - 512
SHOPPABLE FOCUSED AD PRODUCTS																																	
BDG Media	Commerce-enabled 300x250 in-banner purchase	desktop, mobile web and tablet web	300x250	4 weeks	API INTEGRATION IS REQUIRED - ONLY PITCH IF ADVERTISER HAS THIS AVAILABLE & A CALL IS REQUIRED WITH AGENCY PRIOR TO PITCHING and editable file formats - Product imagery in layered psds files, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message	site-served	Site Must Build and Design	1x1 only	n/a	Varies based on budget	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BDG Media	Commerce-enabled DESKTOP AND TABLET PANORAMIC - in-banner purchase	Desktop and Tablet ONLY	Dimensions per platform: 970x364 750x280	4 weeks	API INTEGRATION IS REQUIRED - ONLY PITCH IF ADVERTISER HAS THIS AVAILABLE & A CALL IS REQUIRED WITH AGENCY PRIOR TO PITCHING and editable file formats - Product imagery in layered psds files, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message	site-served	Site Must Build and Design	1x1 only	n/a	Varies based on budget	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BDG Media	Mobile Interscroller Unit - hosts Product images and click outs and can include video - Click out to purchase	Mobile Web on long articles only	Responsive - takes up almost the full screen when it scrolls into view, estimated 320x480	7 Business days	Links to up to 6-10 products, editable file formats - Product imagery in layered psds files, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message, if video included, then MP4. video file format, 16:9 Display Aspect Ratio, 60 MB max, 5-15 seconds max, but 15 or less recommended. Unit can be be interactive and just include graphics and imagery, so video is not required.	site-served	Site Must Build and Design	1x1 only. If products need unique click outs, please make sure they are provided.	N/A	Varies based on budget	Y- monitoring only	Max video file size is 60 MB or less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play video or click to start	15-60 sec	60 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	Standard 2:1 Display Aspect Ratio	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
BDG Media	Shoppable Interactive Vertical Video Mobile Interscrolelr - Retail	Mobile Web on long articles only	Responsive - takes up almost the full screen when it scrolls into view, estimated 320x480	7 Business days	MP4. video files 60 MB max, 5-15 seconds max, but 15 or less recommended. Codec H.264 Profile Main, level 2.1 (Main@2.1) Width 320 or 360 px and **9:16 aspect ratio video.** Height Dependent on video aspect ratio. Frame rate 15, 25, 30 fps. Use the lowest value that looks acceptable to help reduce file sizes. Bit rate 200-250 kbps. Use the lowest value that looks acceptable to help reduce file sizes.	site-served	Site Must Build and Design	1x1 only. If products need unique click outs, please make sure they are provided.	N/A	Varies based on budget	Y- monitoring only	Max video file size is 60 MB or less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play video or click to start	15-60 sec	60 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	Standard 2:1 Display Aspect Ratio	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
BDG Media	Shoppable Panoramic - Click out to purchase	desktop, mobile web and tablet web	Tracked via 1x1 tags /Dimensions per platform: 970x364 750x280 435x200 320x160	7 Business days	Links to up to 6-10 products, editable file formats - Product imagery in layered psds files, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message, VIDEO NOT RECOMMENDED	site-served	Site Must Build and Design	1x1 only. If products need unique click outs, please make sure they are provided.	N/A	Varies based on budget	Y- monitoring only	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play or user initiated play on desktop. On iOS tablets and phones, auto play will not be possible, click to start only	5-30 sec	3 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	16:9 widescreen, but if video includes text near the border, we must have the following video dimensions to execute widescreen (full bleed) video: Desktop: 1425 x 525, Tablet: 850x400, Mobile: 640x320	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
MOBILE AD PRODUCTS- SHORTER VIDEOS ALWAYS PERFFERED, SUCH AS 5-15 SEC MAX																																	
BDG Media	Mobile in-Feed Video	mobile web	Tracked via 1x1 tags/ Dimensions: 320x250, but could vary a bit based on phone size	4 Business days	Video Dimensions should be 1080x1080 pixels for perfect fit, but 1920x1080 px (16:9 Aspect Ratio) video is accepted, black bars with just border the video. .MOV file format preferred @ 24fps (or higher) with VBR of .6-.72. Video Compression=H264 no lower than 720p. Any Key Frame Interval is fine. **Max file size is 60 MB or less. LENGTH - 5-15 SECONDS RECOMMENDED, SHORTER PREFFERED**	site-served - CANNOT ACCEPT VAST OR VPAID TAGS	Site	1x1 only	n/a	4	Y- monitoring only	Max video file size is 60 MB or less	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Auto	15 or 30 sec (5-15 SEC THE BEST)	2MB (:15) 4MB (:30)	IAB standard VAST or .mp4 (preferred), .mov, .mpg, .avi @ 24fps (or higher) with VBR of .6-.72	encoded with an h.264 codec at the highest quality setting recommended. No lower than 720p	16:9 widescreen	Click to Start	n/a	400-600 Standard Default Rate - 512
BDG Media	Mobile Static Slide-by	mobile web	Tracked via 1x1 tags/ Dimensions: 320x380 to 320x416 based on phone size	6 Business days if site designs, 4 days if agency designs	Editable file formats - layered psds, eps logo(s), imagery, style guidelines, CTA/Message, Font files	site-served	Site, but agency can design with template	1x1 only	n/a	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
BDG Media	Mobile Product Gallery Slide-by	mobile web	Tracked via 1x1 tags/ Dimensions: 320x380 to 320x416 based on phone size	7 Business days if site designs, 5 days if agency designs	Editable file formats - Up to 6 product/images suggested in high resolution and editable file formats, eps logo(s), imagery, style guidelines, CTA/Message, Font files	site-served	Site, but agency can design with template	1x1 only. If products need unique click outs, please make sure they are provided.	n/a	Up to 6 product/images suggested	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
BDG Media	Mobile Video Interscroller Unit	Mobile Web on long articles only	Responsive - takes up almost the full screen when it scrolls into view, estimated 320x480	7 Business days	Editable file formats - layered psds, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message and MOV video file, 1920x1080 px (16:9 Aspect Ratio) video Display Aspect Ratio, 60 MB max, 5-30 seconds max, but 15 or less recommended.	site-served - CANNOT ACCEPT VAST OR VPAID TAGS	Site, but agency can design with template	1x1 only	N/A	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	Max video file size is 60 MB or less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play video or click to start	15-60 sec	60 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	Standard 2:1 Display Aspect Ratio	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
BDG Media	Custom Mobile Interscroller Unit - host video, Interactive, etc.	Mobile Web on long articles only	Responsive - takes up almost the full screen when it scrolls into view, estimated 320x480	7 Business days	Editable file formats - layered psds, eps logos, imagery, style guidelines, font files, legal requirements, CTA/Message and MOV video file, 1920x1080 px (16:9 Aspect Ratio) video Display Aspect Ratio, 60 MB max, 5-30 seconds max, but 15 or less recommended. Unit can be be interactive and just include graphics and imagery, so video is not required.	site-served	Site Must Design and Build because placment is custom	1x1 only	N/A	Varies based on budget, but Tune-in changes the max is 4	Y- monitoring only	Max video file size is 60 MB or less	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Auto play video or click to start	15-60 sec	60 MB max	HTML5 Video creative - MOV, MP4, AVI	encoded with an h.264 codec at the highest quality setting recommended. Need it uncompressed	Standard 2:1 Display Aspect Ratio	user initialted via click on all platforms	24 FPS	400-600 Standard Default Rate - 512
Native Content Module for Branded or Topic Page promotion																																	
BDG Media	Native Content Module: Sponsored by text	Web	Native	1 Business days	Text - Advertiser's name written out (no special characters such as ') MAX Character and spaces is 79	SITE SERVED	SITE	1x1 (optional) - CANNOT TRACK VIEWABILITY	N/A	n/a	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
BDG Media	Topics Page Promotion: Sponsored by text	Web	Native	1 Business days	Text - Advertiser's name written out (no special characters such as ') MAX Character and spaces is 79	SITE SERVED	SITE	1x1 (optional) - CANNOT TRACK VIEWABILITY	n/a	n/a	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
SPONSORED TOPIC PAGES																																	
BDG Media	Topic Page Sponsored by text (homepage)	Web	N/A	3 Business days	Text - Advertiser's name written out (no special characters such as ') MAX Character and spaces is 79	SITE SERVED	SITE	Click tag optional	n/a	n/a	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
BDG Media	Topic Page Sponsored by LOGO (homepage)	Web	200 x 32	3 Business days	LOGO - 200 x 32 (Avoid all white logos) gif/jpeg,png	SITE SERVED	Agency	Click tag optional	n/a	n/a	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
BRANDED CONTENT SPONSORSHIP																																	
BDG Media	Clickable Text + Hashtags within Article	Web	N/A	Varies based on product	Text and hashtags within body of the article	SITE SERVED	Agency	Click tag optional	n/a	n/a	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
BDG Media	Branded Content Sponsored by text	Web	N/A	Varies based on product	Text - Advertiser's name written out (no special characters such as ') MAX Character and spaces is 79	SITE SERVED	SITE	Click tag optional	n/a	n/a	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
BDG Media	Branded Content Sponsored by LOGO	Web	200 x 32	Varies based on product	LOGO - 200 x 32 (Avoid all white logos) - gif/jpeg,png	SITE SERVED	Agency	Click tag optional	n/a	n/a	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
BDG Media	Flowchart Sponsored by LOGO	Web	600x300	Varies based on product	LOGO - 600x300 (Avoid all white logos) - gif/jpeg,png	SITE SERVED	Agency	Click tag optional	n/a	n/a	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
SPONSORED CHANNEL																																	
BDG Media	Branded Content Sponsored by text (homepage)	Web	N/A	Varies based on product	Text - Advertiser's name written out (no special characters such as ') MAX Character and spaces is 79	SITE SERVED	SITE	Click tag optional	n/a	n/a	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
BDG Media	Branded Content Sponsored by LOGO (homepage)	Web	200 x 32	Varies based on product	LOGO - 200 x 32 (Avoid all white logos) - gif/jpeg,png	SITE SERVED	Agency	Click tag optional	n/a	n/a	Y- monitoring only	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	n/a	N/A
SOCIAL NETWORK ENDORCED POSTS																																	
INSTAGRAM	DARK PAID (ENDORCED) POST	INSTAGRAM	Images or GIFs based on execution	5 Business days	jpeg and mp4 (not gifs) - image ratio: 1:1 BUSTLE/ROMPER MUST MOCK UP TEXT AND IMAGE FOR THIS POST WITH CLIENT'S ASSETS. CLIENT WILL BE ABLE TO APPROVE IT. URL	SITE SERVED (no pixels accepted)	SITE	NO	N/A	n/a	NO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
FACEBOOK	DARK PAID (ENDORCED)IMAGE POST	FACEBOOK	Image size: 1200x628 pixels or 1.9:1 image ratio	5 Business days	Text Below Image (headline): 25 words or less Text Above Image: 90 words or less w/the bustle voice in mind Description: 40 words or less Handles/hashtags (if applicable) - Note Adding these are fine for endorsement posts but on links of promoted articles they look too ad-like and will reduce CTR significantly. Ideal images are 1200x628 pixels or 1.9:1 image ratio (note Images with more than 20% text can't be promoted through paid on facebook) URL	SITE SERVED (no pixels accepted)	SITE	NO	N/A	n/a	NO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
FACEBOOK	DARK PAID (ENDORCED) Tune In Video Post	FACEBOOK	Recommended Aspect Ratio: 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77:1 / 16:9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen / 9:16, no pillar boxing or letter boxing. Aspect Ratios Supported: 16:9 (full landscape) to 9:16 (full portrait)	5 Business days	Recommended Aspect Ratio: 1.33:1 / 4:3 / SDTV, 1.375:1 / film, 1.77:1 / 16:9 / HDTV, 1.85:1 / Film, 2:39:1 or 2:40:1 / Widescreen / 9:16, no pillar boxing or letter boxing. Aspect Ratios Supported: 16:9 (full landscape) to 9:16 (full portrait) Max size: 1GB Recommended length: Under 3 mins URL	SITE SERVED (no pixels accepted)	SITE	NO	N/A	n/a	NO	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
YOUTUBE CPV PRODUCTS																																	
BDG Media	Bustle Audience Targeted YouTube Pre-roll - **CPV Model - Recommended video length up to 3 minutes' - Guaranteed Views (cannot report on viewability)** - **A billable view = 30 seconds watched or more. If supplied video commercial is less than 30 secs in length, it tracks the complete.**	desktop, mobile web and tablet web	640x360 (16:9)	5 Business days	YouTube Link of Video (preferred) or MP4 video file or	site-served	Agency	Not preffered, but we can take Sizmek pixel/click tags Nielsen survey pixels DCM pixel/click tags DoubleVerify pixels track to use to track impressions as views and/or billable views. Need tag 4 days prior to launch. We cannot accept tracking tags for VAST or VPAID link or Viewability	n/a	n/a	no	Max file size is 1GB:15-:90	Max file size is 1GB :15-:30	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Auto	see colums O & P	see colums O & P	MP4 - No Edit Lists (or the video might not get processed correctly) - moov atom at the front of the file (Fast Start)	H.264 Progressive scan (no interlacing) High Profile 2 consecutive B frames Closed GOP. GOP of half the frame rate. CABAC Variable bitrate. No bitrate limit required, though we offer recommended bit rates below for reference Chroma subsampling: 4:2:0	2160p: 3840x2160 1440p: 2560x1440 1080p: 1920x1080 720p: 1280x720 480p: 854x480 360p: 640x360 240p: 426x240	Click to Start	24-30 FPS	AAC-LC Channels: Stereo or Stereo + 5.1 Sample rate 96khz or 48khz, and Mono 128 kbps Stereo 384 kbps 5.1 512 kbps
YOUTUBE CPM PRODUCTS																																	
BDG Media	Bustle Audience Targeted YouTube Pre-roll - **CPM**	desktop, mobile web and tablet web	640x360 (16:9)	5 Business days	YouTube Link of Video (preferred) or MP4 video file or MOAT OR IAS backend Tagless integration with AdWords	site-served	Agency	Site served with 1x1 tags,MOAT OR IAS backend Tagless integration with AdWords, Sizmek pixel/click tags Nielsen survey pixels DCM pixel/click tags DoubleVerify pixels - **3 TAGS APPENDED MAX**	n/a	n/a	Y- monitoring only	Max file size is 1GB:15-:90	Max file size is 1GB :15-:30	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Auto	see colums O & P	see colums O & P	MP4 - No Edit Lists (or the video might not get processed correctly) - moov atom at the front of the file (Fast Start)	H.264 Progressive scan (no interlacing) High Profile 2 consecutive B frames Closed GOP. GOP of half the frame rate. CABAC Variable bitrate. No bitrate limit required, though we offer recommended bit rates below for reference Chroma subsampling: 4:2:0	2160p: 3840x2160 1440p: 2560x1440 1080p: 1920x1080 720p: 1280x720 480p: 854x480 360p: 640x360 240p: 426x240	Click to Start	24-30 FPS	AAC-LC Channels: Stereo or Stereo + 5.1 Sample rate 96khz or 48khz, and Mono 128 kbps Stereo 384 kbps 5.1 512 kbps
OWNED AND OPERATED PRE-ROLL																																	
BDG Media	PRE-ROLL VIDEO	desktop, mobile web and tablet web	Preferred aspect ratio is 16:9 or 640x360 (formatted for HD screens) but a ratio of 4:3 may be accepted	5 Business days	MOV file, Vast 1, 2, 3, mostly VAST 3 VPAID 1 and 2 VPAID 2 (JS based) - 15-30 seconds max.	Site or Third party served	Agency	1x1 or VAST or VPAID	N/A	4	Y- monitoring only	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A		15-30 sec	60 MB	.mov or .mp4	H.264 Profile/Level - Baseline profile, level 3.0	16:9 Aspect Ratio		• 29.970 fps for NTSC countries, commonly referred to as 30 fps • 25 fps for PAL countries • 23.976 fps for film-look content, commonly referred to as 24 fps	500-700 kbps