

ONLINE SPECIFICATIONS

ROS, CHANNEL SPONSORSHIPS* & FITO	AD SIZE	DEVICES	THIRD PARTY SERVING/ TAGGING CAPABILITY	FILE FORMAT	MAX FILE SIZE	ANIMATION
Medium Rectangle	300x250	Desktop, Tablet	Both	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max
Mobile Banner	300x50	Mobile	Both	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max
Halfpage	300x600	Desktop, Tablet	Both	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max
Leaderboard	728x90	Tablet	Both	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max
Super Leaderboard	970x90	Desktop	Both	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max
Interstitial	640x480	Desktop, Tablet	1x1 tags only	jpg, png, gif, animated gif	100 kb	:15 sec length, 3 loops max

*All ad sizes (except Interstitial) must be sent for channel sponsorships.

E-NEWSLETTER & BREAKING NEWS ALERT	AD SIZE	DEVICES	THIRD PARTY SERVING/ TAGGING CAPABILITY	FILE FORMAT	MAX FILE SIZE	ANIMATION	OTHER REQUIREMENTS
Leaderboard	728x90	Desktop, Tablet	1x1 tags only	jpg, png, gif	100 kb	N/A	N/A
Mobile	728x90	Mobile	1x1 tags only	jpg, png, gif	100 kb	N/A	N/A
Text Ad	728x90	Desktop, Tablet	1x1 tags only	N/A	N/A	N/A	100x90px image, 50 character headline, 100 character body copy

RICH MEDIA	AD SIZE	DEVICES	MAX FILE SIZE	ANIMATION
Pushdown	970x90 or 970x415	Desktop, Tablet	200 kb	:15 sec length, 3 loops max
Interstitial	640x480	Desktop, Tablet	200 kb	N/A

OTHER SPECS	DEVICES	THIRD PARTY SERVING/ TAGGING CAPABILITY	OTHER REQUIREMENTS
Video	Desktop, Tablet, Mobile	Impression tracker only	mp4 or YouTube embed URL
Native Ad	Desktop, Tablet, Mobile	1x1 tags only	834x500px image, 50 character title, 230 character body copy
Eblast	Desktop, Tablet, Mobile	Click tracker only	Email file in html format, 600px wide x 1000-2000px deep, 40 character subject line

ONLINE ADVERTISING TERMS & CONDITIONS

- 1.** All material must be submitted to *Business Insurance* at least **5 business days for standard units / 10 business days for rich media units** prior to the campaign start date. Sponsor may change any of its ads and the URL they are linked to at any time, providing 5 business days are given as notice for the change.
- 2.** If advertising material is not received by materials deadline (5 business days) of contracted scheduled start date then advertiser will be charged for advertising space beginning with original scheduled start date regardless if advertisement is live. Extensions for missed run dates will not be provided unless Business Insurance receives notification 5 days prior to materials deadline. Rescheduling will be based on availability.
- 3.** *Business Insurance* reserves the right to reject any advertisement and any URL link for any reason.
- 4.** Online ads that are part of a sponsorship package such as an event, award program or special sponsorships are non-cancelable and must abide by scheduled dates.
- 5.** *Business Insurance* accepts online ads as .jpg, .gif., or .png files. Animated gifs are accepted for display ads, but all email advertisements must be static. HTML5 ads are accepted but must be third party served. Animated banners are limited to 15 seconds, maximum of 3 loops. The total file size of any static file cannot exceed 40kb; total file size of any rich media file cannot exceed 200kb.
- 6.** Impression levels for share of voice channel sponsorships and email newsletters/breaking news alerts are not guaranteed.
- 7.** Ads with white backgrounds are required to have a dark 1px border around each frame.
- 8.** *Business Insurance* allows ad campaigns to be served through third-party networks upon request. Any costs incurred by the publisher for the use of third-party ad serving networks will be billed back to the client in full. It is the responsibility of the client to be aware of such costs, where applicable, before submission of the campaign creative to *Business Insurance*.
- 9.** No re-targeting or data collection cookies or pixels are to be used without *Business Insurance's* explicit permission. Violation of this policy will result in a fine.
- 10.** **Advertiser must provide 45-day notice to cancel campaign prematurely — prior to the end of a month.**

SEND ALL ONLINE MATERIALS WITH CLEAR INSTRUCTIONS TO YOUR BI AD REP.

For questions regarding online specs, please contact: Zeina Alwafai, Digital Ad Operations Manager, zalwafai@businessinsurance.com