



# DIGITAL SPECS

↳ *The Largest Sport Fishing Website in the World.*

# Technical Specifications

## BANNER ADVERTISEMENTS.

The banner is a standard ad unit that appears prominently just under the site navigation, or within the content space.

| Dimensions (px)      | 320x50                                | 300x250                                     | 300x600                                     | 728x90                                      | 970x250                                     | Static Skin<br>1800x900                     |
|----------------------|---------------------------------------|---|---|---|---|---|
| File Weight          | <50K (Standard)<br><100K (2x Density) | <200K                                       | <200K                                       | <150K                                       | <200K                                       | <200K<br>(Text center-focused)              |
| File Type            | PNG, JPG, GIF,<br>HTML 5              | PNG, JPG,<br>GIF, HTML 5,<br>3rd Party Tags | PNG, JPG,<br>GIF, HTML 5,<br>3rd Party Tags | PNG, JPG,<br>GIF, HTML 5,<br>3rd Party Tags | PNG, JPG,<br>GIF, HTML 5,<br>3rd Party Tags | PNG, JPG,<br>GIF, HTML 5,<br>3rd Party Tags |
| Third-Party Serving  | Yes                                   | Yes   | Yes   | Yes   | Yes   | Yes   |
| Third-Party Tracking | Yes                                   | Yes   | Yes   | Yes   | Yes   | Yes   |

\*Double density creative are highly recommended for all mobile creative to provide image clarity on high-resolution screens.

# Technical Specifications

## BANNER ADVERTISEMENTS.

### Animation / Ad Behavior

- Total animation time may not exceed 20 seconds.
- No more than three loops of animation are allowed within the 20s limit.

### Capping

- No capping restrictions.

### Third-Party Tag

- In-house or approved third party vendor.

### Submission Deadline

- Please allow seven business days for testing and approval.

### HTTPs Compatibility

- All creative, including third-party tags and third-party tracking tags, must use secure protocol (HTTPS).
- Any creative that is not fully secure will be sent back for revisions.

### Additional Info

- Banner XL will be visible to users with a screen resolution of 1280px wide or higher.
- L for screens 1279px-1024px wide.
- M for screens 1023px-768px wide.
- S for screens 767px wide or less.

# Technical Specifications

## HIGH IMPACT & RICH MEDIA.

The banner is a standard ad unit that appears prominently just under the site navigation, or within the content space.

- The banner space may contain video, HTML5 animation, and static images
- Banner creative must be provided for all four breakpoints

| Profile                         | Eclipse   | Super Banner  | Pushdown  | Scroller Reveals   | Shoppable  | Sticky Sidebar   |
|---------------------------------|---|---|---|--|--|--|
| <b>Dimensions</b>               | 2560w x 1440h<br>Square 736x736<br>Rectangle 736x120  | 2400x600  | Collapsed: 1200x180<br>Expanded: 1200x600   | 2560x1440,<br>Full screen video  | 1700x500   | 300x600  |
| <b>File Weight</b>              | <200K<br>10s video: YouTube link or video file 7MB or under   | <200K<br>10s video: YouTube link or video file 7MB or under   | <200K<br>10s video: YouTube link or video file 7MB or under   | <200K<br>10s video: YouTube link or video file 7MB or under  | <200K<br>10s video: YouTube link or video file 7MB or under  | <200K<br>10s video: YouTube link or video file 7MB or under  |
| <b>File Type</b>                | PSD, JPG or PNG, MP4  | HTML5, MP4, 3rd Party Tags  | PSD, PNG, JPG, MP4  | PSD, GIF, JPG, MP4   | PSD, GIF, JPG, MP4   | PSD, PNG, JPG, GIF, MP4  |
| <b>Third-Party Serving</b>      | In House  | In House  | In House  | In House   | In House   | In House   |
| <b>Third-Party Tracking</b>     | Yes   | Yes   | Yes   | Yes  | Yes  | Yes  |
| <b>Video / Audio (Optional)</b> | Audio – User initiated<br>Video – User initiated<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps | Audio – User initiated<br>Video – User initiated<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps | Audio – User initiated<br>Video – User initiated<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps | Audio – User initiated<br>Video – Auto Play<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps | Audio – User initiated<br>Video – Auto Play<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps | Audio – User initiated<br>Video – Auto Play<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps |
| <b>Client Link Preview</b>      | <a href="https://console.adventive.com/ad/demoCreative/489/9332/61297/151410">https://console.adventive.com/ad/demoCreative/489/9332/61297/151410</a>               | <a href="https://console.adventive.com/ad/demoCreative/489/9332/61432/152037">https://console.adventive.com/ad/demoCreative/489/9332/61432/152037</a>               | <a href="https://console.adventive.com/ad/demoCreative/489/9332/62494/157811">https://console.adventive.com/ad/demoCreative/489/9332/62494/157811</a>               | <a href="https://console.adventive.com/ad/demoCreative/489/9332/60254/148228">https://console.adventive.com/ad/demoCreative/489/9332/60254/148228</a>          | <a href="https://console.adventive.com/ad/demoCreative/489/9332/62494/155387">https://console.adventive.com/ad/demoCreative/489/9332/62494/155387</a>          | <a href="https://console.adventive.com/ad/demoCreative/489/9332/61432/152125">https://console.adventive.com/ad/demoCreative/489/9332/61432/152125</a>          |

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# Technical Specifications

## MOBILE.

The banner is a standard ad unit that appears prominently just under the site navigation, or within the content space.

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- Banner creative must be provided for all four breakpoints

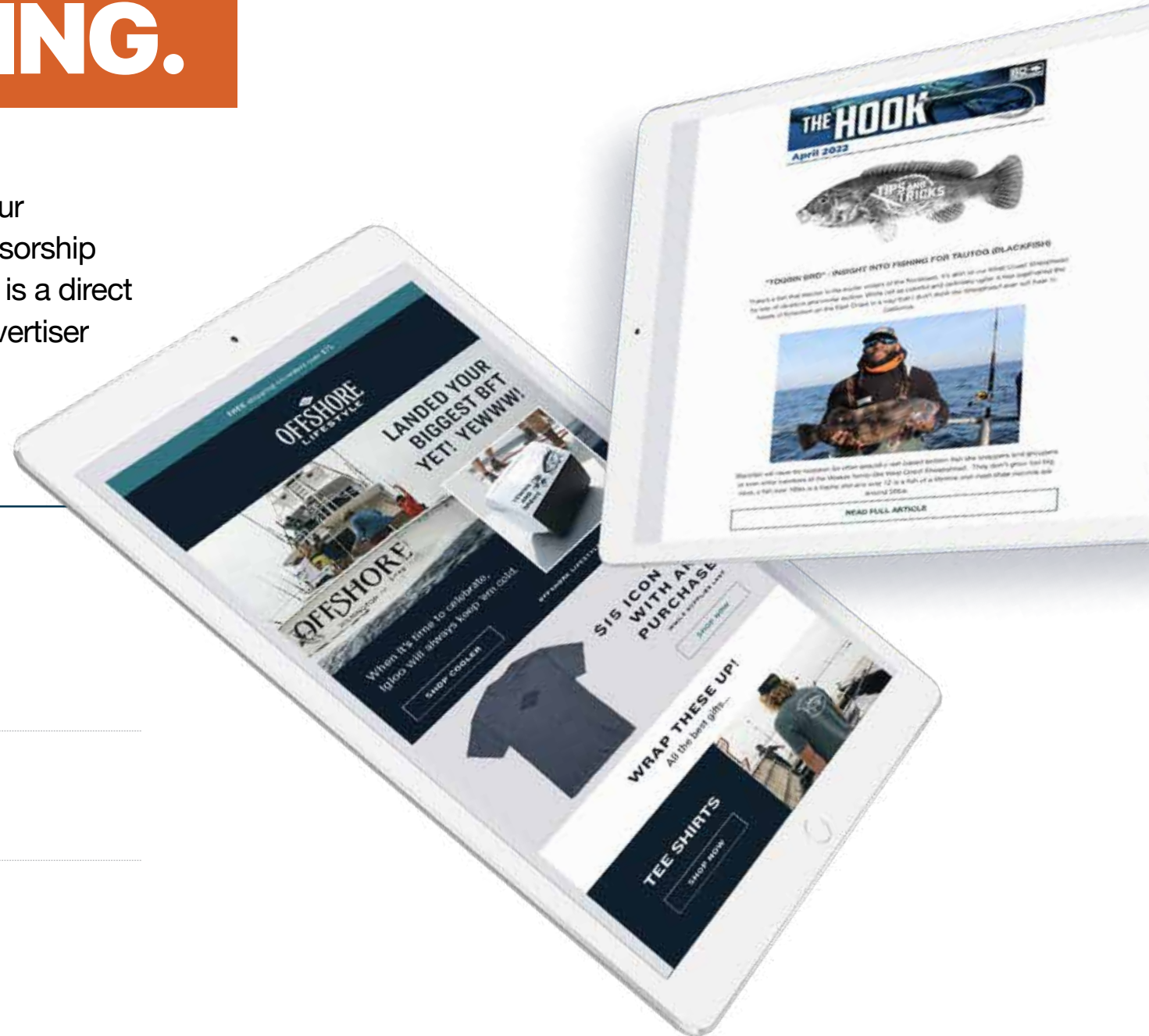
| Profile                         | Super Banner  | Pushdown  | Scroller Reveals   | Shoppable  | Sticky Sidebar   |
|---------------------------------|---|---|--|--|--|
| <b>Dimensions</b>               | 737x1200  | Collapsed: 500x200<br>Expanded: 500x400   | 736x736 / 737x1200   | 736x736 / 737x1200   | 300x600 / 300x250  |
| <b>File Weight</b>              | <200K<br>10s video: YouTube link or video file 7MB or under   | <200K<br>10s video: YouTube link or video file 7MB or under   | <200K<br>10s video: YouTube link or video file 7MB or under  | <200K<br>10s video: YouTube link or video file 7MB or under  | <200K<br>10s video: YouTube link or video file 7MB or under  |
| <b>File Type</b>                | HTML5, MP4, 3rd Party Tags  | PSD, PNG, JPG, MP4  | PSD, GIF, JPG, MP4   | PSD, GIF, JPG, MP4   | PSD, PNG, JPG, GIF, MP4  |
| <b>Third-Party Serving</b>      | In House  | In House  | In House   | In House   | In House   |
| <b>Third-Party Tracking</b>     | Yes   | Yes   | Yes  | Yes  | Yes  |
| <b>Video / Audio (Optional)</b> | Audio – User initiated<br>Video – User initiated<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps | Audio – User initiated<br>Video – User initiated<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps | Audio – User initiated<br>Video – Auto Play<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps | Audio – User initiated<br>Video – Auto Play<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps | Audio – User initiated<br>Video – Auto Play<br>16:9 or 4:3 ratio accepted<br>Resolution:<br>1280x720 for 720p<br>1920x1080 for 1080p<br>Bitrate: 800-2500 kbps |
| <b>Client Link Preview</b>      |   | <a href="https://console.adventive.com/ad/demoCreative/489/9332/62494/157811">https://console.adventive.com/ad/demoCreative/489/9332/62494/157811</a>               | <a href="https://console.adventive.com/ad/demoCreative/489/9332/62668/156092">https://console.adventive.com/ad/demoCreative/489/9332/62668/156092</a>          | <a href="https://console.adventive.com/ad/demoCreative/489/9332/62494/155387">https://console.adventive.com/ad/demoCreative/489/9332/62494/155387</a>          |  |

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# Technical Specifications

# DIRECT MARKETING.

BD offers three versions of email and direct marketing. First is our advertiser exclusive, dedicated EBLAST and second is ad sponsorship into our BD Outdoors monthly newsletter “The Hook”. The third is a direct message to BD members encouraging engagement with an advertiser while maintaining an authentic voice to the BD audience.



## Format

## Specs - Requirements

**EBlast**  
(Dedicated Email Blast)

700 Pixels wide  
Delivered in HTML zip or PSD w/ link structure  
Live text can be included  
Preview text & brand specific font files required  
We accept 1x1 tags  
Subject required

**Preview**  
<https://mailchi.mp/bdoutdoors/ols-holiday-deals>

**BD Newsletter Sponsorship**  
(Integrated Ad Positioning)

Title sponsor 728x90

**DMs**

CTA/message with click thru URL  
BD will create personal messaging based off brand promotion/CTA

# Technical Specifications

# CONTESTS.

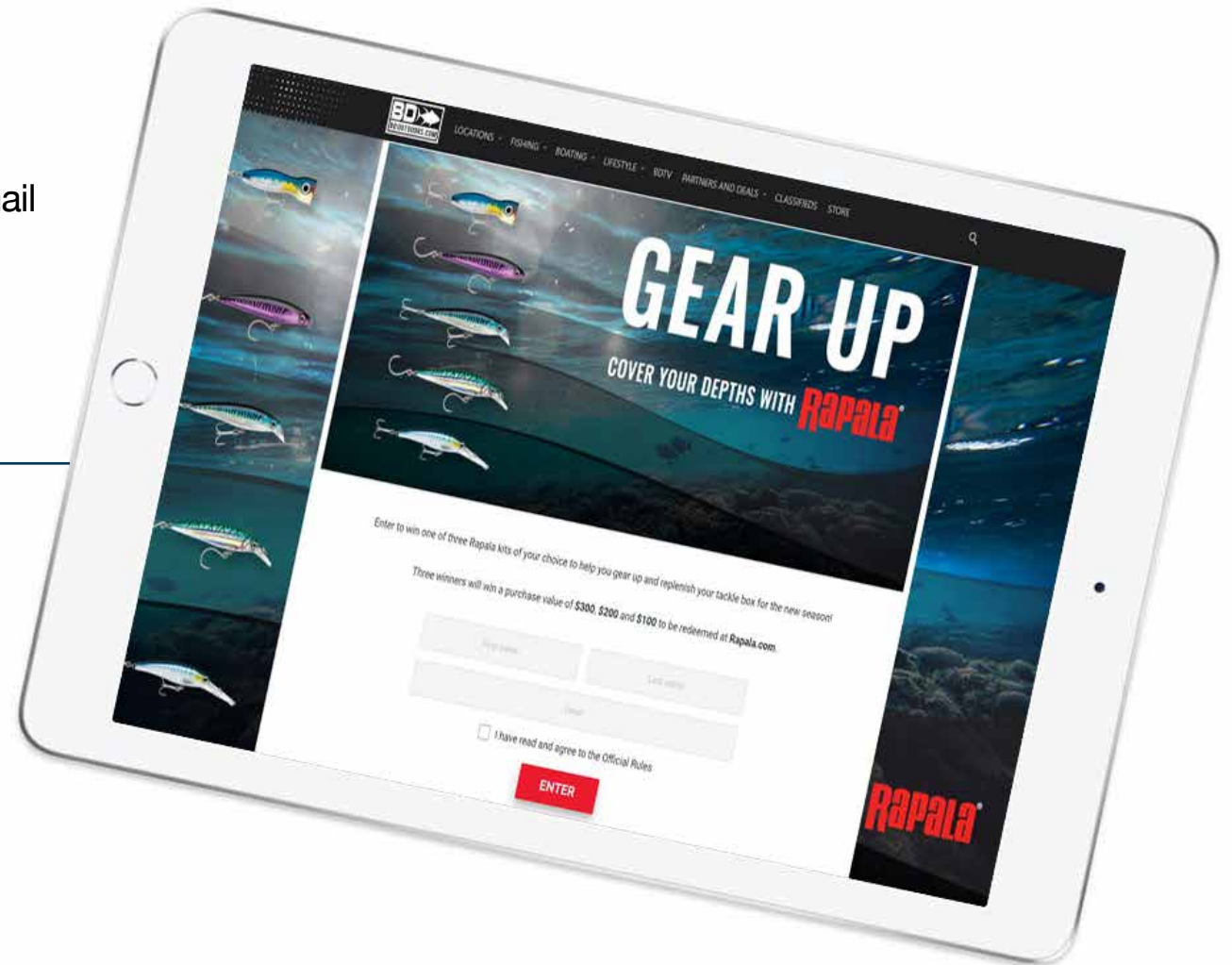
BD offers 100% SOV brand integrated contests complete with a custom landing page experience. Contest options range from Email Submission to User Generated Content Uploads to Interactive Quizzes and Voting based on the needs of the advertiser.

## Format

## Specs - Requirements

### Contests

Logo in vector format  
Prize product images  
Lifestyle images of product  
Number of winners



# Technical Specifications

## ASSETS DELIVERY.

### Product Delivery

- Sent to BD Outdoors office at 4010 Morena Blvd. Suite 222 San Diego, CA 92117

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### Advertising/Creative Delivery

- Email Jessie DeVries at [jessie@bdoutdoors.com](mailto:jessie@bdoutdoors.com)

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### Content Delivery/ Questions

- Email Ricky Fischel at [ricky@bdoutdoors.com](mailto:ricky@bdoutdoors.com)

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### Advertising Questions

- Email Trevor Hansen at [trevor@bdoutdoors.com](mailto:trevor@bdoutdoors.com)



# #ContactUs

Experience the premier brands and solutions for reaching and winning with today's angler.

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