DIGITAL SPECS

The Largest Sport Fishing Website in the World.



Technical Specifications

BANNER ADVERTISEMENTS.

Dimensions (px)	**320x50**	**300x250**	**300x600**	**728x90**	**970x250**	**1800x900 Sidebars** ***Artwork area: Two 300x900 bocks***
File Weight	<50K (Standard) <100K (2x Density)	<200K	<200K	<150K	<200K	<200K (Text center-focused)
File Type	PNG, JPG, GIF, HTML 5, 3rd Party Tags	PNG, JPG, GIF, HTML 5, 3rd Party Tags	PNG, JPG, GIF, HTML 5, 3rd Party Tags	PNG, JPG, GIF, HTML 5, 3rd Party Tags	PNG, JPG, GIF, HTML 5, 3rd Party Tags	PNG, JPG, GIF, HTML 5, 3rd Party Tags
Third-Party Serving	Yes	Yes	Yes	Yes	Yes	Yes
Third-Party Tracking	Yes	Yes	Yes	Yes	Yes	Yes
Device Served	Mobile, Tablet	Desktop, Mobile, Tablet	Desktop, Mobile, Tablet	Desktop, Mobile, Tablet	Desktop, Tablet	Desktop, Tablet

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

Technical Specifications

HIGH IMPACT & RICH MEDIA.

Profile	Eclipse	Super Banner	Pushdown	Scroller Reveals	Shoppable	Cinema	Banner
Dimensions	2560w x 1440h Full screen video	2400x600	Collapsed: 1200x180 Expanded: 1200x600	2560x1440 desktop 736x736 mobile/tablet	1700x500	300x600	300x600
File Weight	<200K 15s video: YouTube link or video file 7MB or under	<200K 15s video: YouTube link or video file 7MB or under	<200K 15s video: YouTube link or video file 7MB or under	<200K 15s video: YouTube link or video file 7MB or under	<200K 15s video: YouTube link or video file 7MB or under	<200K 15s video: YouTube link or video file 7MB or under	<200K 15s video: YouTube link or video file 7MB or under
File Type	PSD, PNG, JPG, GIF, MP4	PSD, PNG, JPG, GIF, MP4	PSD, PNG, JPG, GIF, MP4	PSD, PNG, JPG, GIF, MP4	PSD, PNG, JPG, GIF, MP4	PSD, PNG, JPG, GIF, MP4	PSD, PNG, JPG, GIF, MP4
Additional Features	None	3D, Screen Flip	None	Screen Flip	Screen Flip	3D, Screen Flip	3D, Screen Flip
Third-Party Tracking	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Video / Audio (Optional)	Audio – User initiated Video – Looped 16:9 or 4:3 ratio accepted Resolution: 1280x720 for 720p, 1920x1080 for 1080p Bitrate: 800-2500 kbps	Audio – User initiated Video – Looped 16:9 or 4:3 ratio accepted Resolution: 1280x720 for 720p, 1920x1080 for 1080p Bitrate: 800-2500 kbps	Audio – User initiated Video – Looped 16:9 or 4:3 ratio accepted Resolution: 1280x720 for 720p, 1920x1080 for 1080p Bitrate: 800-2500 kbps	Audio – User initiated Video – Looped 16:9 or 4:3 ratio accepted Resolution: 1280x720 for 720p, 1920x1080 for 1080p Bitrate: 800-2500 kbps	Audio – User initiated Video – Looped 16:9 or 4:3 ratio accepted Resolution: 1280x720 for 720p, 1920x1080 for 1080p Bitrate: 800-2500 kbps	Audio – User initiated Video – Looped 16:9 or 4:3 ratio accepted Resolution: 1280x720 for 720p, 1920x1080 for 1080p Bitrate: 800-2500 kbps	Audio – User initiated Video – Looped 16:9 or 4:3 ratio accepted Resolution: 1280x720 for 720p, 1920x1080 for 1080p Bitrate: 800-2500 kbps
Device & Location Served	Desktop Serves full-width at top of page by pushing content down on any page	Desktop, Mobile, Tablet Serves full-width at top of page by pushing content down on any page	Desktop, Mobile, Tablet Serves full-width at top of page by pushing content down on any page	Desktop, Mobile, Tablet Serves within page content scrolling to reveal ad and continuing scroll	Desktop, Mobile, Tablet Serves within page content scrolling to reveal ad and continuing scroll	Desktop, Mobile, Tablet Serves full-width at top of page by pushing content down on any page	Desktop, Mobile, Tablet Serves on side bar ad spots
Client Link Preview	View	View View Flip	View	View View Flip	View	View	View Video View 3D on hover

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ADVERTISEMENTS.

Banner 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	• Click thru URL is needed upon delivery if not delivering tags

Technical Specifications

DIRECT MARKETING.

Format	Specs - Requirements
EBlast (Dedicated Email Blast) **Preview** mailchi.mp/bdoutdoors/ols-holiday-deals	700 Pixels wide Delivered in HMTL zip, PSD w/ link structure, or JPEG w/links Live text can be included Preview text & brand specific font files required We accept 1x1 tags Subject required
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

GIVEAWAYS.

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

Format	Specs - Requirements
Giveaways	Logo in vector format Prize product images Lifestyle images of product for themed assets Number of prizes and information needed from winners Preferred entry information (email, phone number, etc.)



Technical Specifications

ASSETS DELIVERY.

Product Delivery	• Sent to BD Outdoors office at 4010 Morena Blvd. Suite 220 San Diego, CA 92117
Advertising/Creative Delivery	• Email Jessie Eckert at jessie@bdoutdoors.com
Content Delivery/ Questions	• Email Nathan Winicki at natew@bdoutdoors.com


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