

DIGITAL TECHNICAL SPECS

ForConstructionPros.com, along with AC Business Media, reserves the right to ask for revisions or reject any advertising it deems, in its sole opinion, not in keeping with its standards.

(CLICK WHAT YOU NEED SPECS FOR)

[Digital Ad](#)

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[Social Media](#)

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General Ad Materials Guidelines

- AC Business Media reserves the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.
- Banners must be designed so that interaction with the user only takes place if the user places the mouse within the advertisement area.
- **Provide the click-thru URL when submitting materials**

What We Accept

We will accept ads in **PNG, JPEG, animated GIF, or 3rd Party Tags**. Other formats must be tested and approved on a case-by-case basis. **Rich media** requirements are covered in detail later in this document.

Deadlines for Client-Submitted Materials

Please allow **2 business** days to process/load all submitted creatives.

Need a Digital Ad Created for You?

AC Business Media's team can design a banner ad for your company. This service is provided as an added value to your email insertion order.

Please provide:

- A URL or direct graphic image(s) to be included in your banner(s) including company logo, products and other related images.
- A clear concept or design direction, which may include marketing slogans and the mission of your campaign, to assist us in preparing your banners.
- Materials may be submitted in ZIP format to minimize file size.

For campaigns where AC Business Media is your 'creative' source, please allow up to **5-7 business days** before your campaign begins for banner creation, approval and placement. Any adjustments to creative will require additional time to adjust the design/product.

DIGITAL BANNER AD SPECIFICATIONS

DIGITAL ADS	MAX FILE SIZE
970 x 250 Billboard	250 KB
970 x 90 Super Leaderboard Includes a 728 x 90 and 300 x 50, which allows ads to be delivered responsively with content	200 KB 150 KB 50 KB
Rectangle Ad Package 300 x 600 Half Page 300 x 250 Medium Rectangle	250 KB 200 KB
1658 x 1058/300 x 250 Responsive Reskin	500 KB for each
Sponsored Native Ads	200 KB

Banner Ads

Billboard, Super Leaderboard, Half Page, Medium Rectangle

The following file types are acceptable: JPG, GIF (static or animated), PNG. Third party tags are also accepted. HTML5 must be served with third party tags.

- Click-through URL: please provide a URL for the ad to link to

AC Business Media follows IAB guidelines. Here is a link to the IAB spreadsheet if you have any further questions about ad materials: <http://www.iab.com/guidelines/iab-display-advertising-guidelines/>.

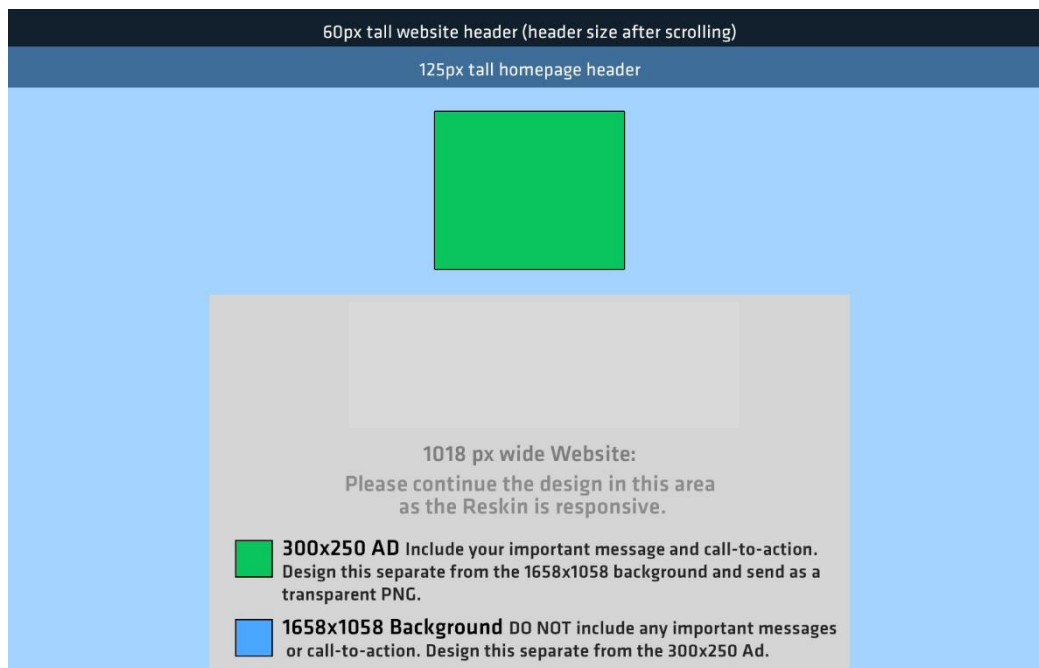
Responsive Reskin Ads

See the image below for live area dimensions. Please provide the following:

- One 300x250 image containing important marketing message and call to action; send as a transparent PNG
- One high-res background image for branding (1658x1058 or higher)
- One click-through URL

See layout example below. To see a live example [CLICK HERE](#).

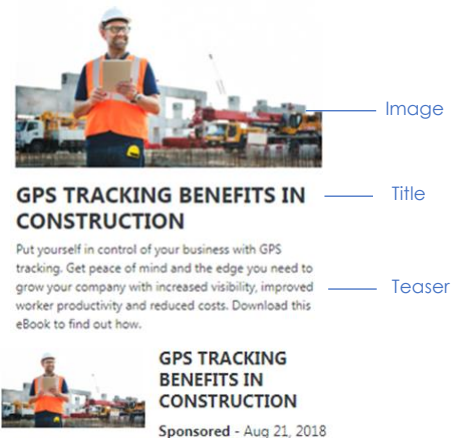
We encourage vital messaging/branding and all call-to-action items to be created within the 300x250 image. The 1658x1058 image should be background branding, imagery, color, etc. (equivalent to the bleed area in a print magazine).



Sponsored Content - Native Ads

The native advertising position integrates your message within editorial content. Our platform rotates various native sizes in different positions throughout the site to offer more exposure and improved click-through rate.

- It is highly recommended that two different creatives are sent for rotation
- Title: max of **75 characters** including spaces
- Teaser: max of **255 characters** including spaces
- Image: high-resolution, 1600x900 pixel image.
- URL link to the article or sponsored content (unless hosting content)



Sponsored Content – Hosted Article

- AC Business Media can host your sponsored article in our native content platform.
- Company Logo – 16x9 ratio, hi-resolution
- Article Title – Max 75 characters, include spacing
- Teaser – Max 255 characters
- Article Body – No character limit, may include images and URLs.

E-NEWSLETTER AD SPECIFICATIONS

The following specifications are for our responsive-design e-newsletters. All creative is due **3 business days** prior to the newsletter deployment date.

600x100 Display Ad

- Submit JPG, GIF or PNG
- Provide linking instruction with URLs
- No third-party tags or 1x1 pixel trackers are allowed

300x250 Display Ad(s)

- Submit JPG, GIF or PNG
- Provide linking instruction with URLs
- No third-party tags or 1x1 pixel trackers are allowed

Text Ad / Sponsored Product / Video Featured Product

- **Image:** Static JPG, GIF, PNG. 150 dpi hi-resolution 320x180 pixel image. For video a play button will be added to the image.
- **Headline:** 5-7 words.
- **Body text:** MAX of 300 characters, including spaces. No URLs or bullet points within body text.
- **Clickthrough URL:** Please provide one URL and link text. Call to action URL will appear under the main body text. Does not count toward 300-character limit.

CUSTOM E-NEWSLETTER AD SPECIFICATIONS

Content/editorial can be written by our editors or provided by the client. The client provides the ad creative. For a template example please [click here](#).

CLIENT PROVIDED CONTENT:

If using 1 main photo in the newsletter, provide 550-575 words of copy. If using 2 photos in the newsletter, provide 375-400 words of copy. The word count does not include the headline.

Top banner/Leaderboard

- 600x200 static jpg, gif or png is required
- Please provide linking instructions (URL)

Medium Rectangle

- 300x250 static jpg, gif or png is required
- Please provide linking instructions (URL)

Text / Featured Product ad

- 210x140 image - one static JPG, GIF or PNG is required
- Include headline: 3-5 words
- Up to 300 characters of copy, including spaces
- Please provide linking instructions (URL)

EMAIL SPECIFICATIONS

Advertiser-Supplied Creative

Submit the following at least 7 business days before the deployment date:

- Pre-designed, HTML email message, max file size: 75KB
- Subject line: limit to 41 characters or 7 words
- Pre-header: limit to 50 characters (including spaces)
- Include full image paths in the code. (ex: <http://domain.com/images/graphic1.jpg>) or please provide images and we will link images.

AC Business Media must have creative for the email blast at least seven business days prior to it running. This will allow four days for upload and testing, two days for client approval and one day to upload the final approved version and schedule for delivery.

Due to the strict timeline of the email blast schedule, if you do not supply your creative within these deadlines we cannot guarantee its place in our delivery schedule.

AC Business Media prefers to have all creative as soon as possible following the signing of an insertion order.

REQUIREMENTS FOR EMAIL PRODUCTS

- Only text, JPG and GIF images are allowed. Flash, rich media, Image Maps and Java Script are not available for email product.
- Subject lines should be enticing, more than ONE word, and NOT in ALL CAPITAL LETTERS. Suggested length is 5-7 words.
- An email made entirely of images is NOT recommended because email platforms may block the images. An HTML email should be a combination of text and images with a call to action within the text.
- When designing your email, be mindful of differences in email client compatibility.
- Full-image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>).
- Use basic web-safe fonts.
- Please provide detailed linking instructions.
- Prohibited materials will not be accepted. This includes (but is not limited to) images used without permission, and other copyright or trademark infringement.
- Please be advised – if using a mailing template (for example: Constant Contact or Hubspot) check your agreement terms with them to make sure it is not prohibited to use outside of their platform.

ADDITIONAL CONSIDERATIONS

- Forms cannot be used because there is very little support in most email clients.
- ALT text should be added to your images
- Please be aware when using background images that not email clients are compatible.
- If sending a suppression list please format in Excel or CSV format

HIDDEN PRE-HEADERS

NOTE: If you already have a header in your template you can omit this step and proceed to the stealth link. A brief description that follows the subject line or in some email clients it will appear directly beneath the subject line. This is another attempt to get people to open a mailing if the subject line doesn't grab their attention. It should be no more than 7-12 words in length. *Hidden pre-headers should be placed directly beneath the <body> tag.*

```
<!-- Visually Hidden Preheader Text : BEGIN -->
<div style="display:none;font-size:1px;line-height:1px;max-height:0px;max-
width:0px;opacity:0;overflow:hidden;mso-hide:all;font-family: sans-serif;">Place your pre-header here</div>
<!-- Visually Hidden Preheader Text : END -->
```

STEALTH LINK

In an effort to reduce link bot clicks in reporting, ACBM is implementing a stealth link. This should follow the pre-header and appear BEFORE the view online link if it's at the top of the mailing, or it should be placed before the first link of a mailing if you have it placed at the bottom of your template. *Please use the code below as it must be a valid link.*

```
<!-- // start stealth link // -->
<div name="divHrefB" style="display:none;height:0px;width:0px;overflow:hidden;visibility:hidden;mso-
hide:all"><a href="http://www.acbusinessmedia.com/Omeda">AC Business Media Info</a></div>
<!-- // end stealth link // -->
```

AC Business Media-Designed Creative

AC Business Media's team can design an email blast for your company. This service is provided as an added value to your email insertion order.

Please supply us with:

- Creative images you would like us to use, including company logo, product or other images
- A clear design concept, PDF of the desired layout/design, mission of your campaign, or any design ideas, preferences, or requirements
- URL links
- Subject line
- Pre-header

Please provide clear direction about what graphics and text should be linked, and what URLs each should be directed to.

You may submit your materials in ZIP format to minimize file size.

DEADLINES

AC Business Media's design team must have at least 5 business days to work on the concept and develop the design. The team will then offer the advertiser up to 2 business days for review. Ideally, we prefer to have all creative ideas and related graphic and text AS FAR IN ADVANCE as possible.

Due to the strict timeline of the email blast schedule, if you do not supply your creative within these deadlines we cannot guarantee its place in our delivery schedule.

REVIEW PROCESS

You, or your designated recipient, will receive a final proof distributed by Omeda, our email partner. If you would like additional people included in the seed list for these tests, please include these email addresses with your material submission. Scheduled eblasts will occur when the main point of contact has approved the eblast test.

PRODUCT SHOWCASE SPECIFICATIONS

Advertiser-Supplied Creative

These materials are to be submitted at least 5 business days prior to it running.

AC Business Media prefers to have all creative as soon as possible following the signing of an insertion order.

GENERAL REQUIREMENTS

- Image – 280x157 pixels; JPG,PNG or static GIF
- Logo – High Res ; JPG, PNG or static GIF (Note: Horizontal Logos work best)
- Headline - 36 Character (with spaces) max
- Body - 400 MAX Character (with spaces); bulleted copy is not accepted
- URL Text - 34 MAX Character (with spaces)
- Click thru URL

VIDEO PRODUCT SHOWCASE SPECIFICATIONS

Grab additional attention by including a video. Please provide the following:

- Video title
- Static image of video (we can add the play button) 280 pixels x 157 pixels; JPG, PNG or GIF
- Logo – High Res ; JPG, PNG or static GIF (Note: Horizontal Logos work best)
- Maximum of 400 characters of copy, including spaces; bulleted copy is not accepted
- Click thru URL
- Provide URL to the video
- No rich media or animated GIFs accepted

SOCIAL MEDIA SPECIFICATIONS

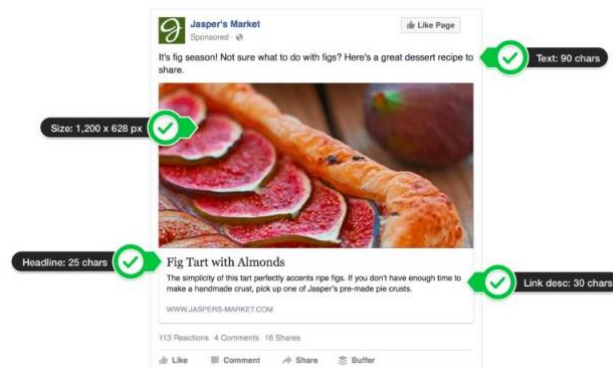
Facebook Image Ad:

Image:

- 1200 x 628 pixels
- Ratio: 1.91:1

Ad Copy:

- Text: 125 characters
- Headline: 25 characters
- Link description: 30 characters



If you want your ad to get the most distribution and exposure, [Facebook recommends](#) using images that contain minimal (or no) overlaid text.

Facebook Video Ad:

Video:

- .MOV or .MP4 files are ideal ([Here's a complete list of supported video formats](#))
- Aspect ratio: 16:9 ([Here's a complete list of supported aspect ratios](#))
- Resolution: at least 720p
- File size: 2.3 GB max
- Facebook length: 120 minutes max
- OPTIONAL: Campaign length text: text only, max 2,200 characters. Please send as a SRT.US file



Ad Copy:

- Text: 90 characters
- Headline: 25 characters
- Link description: 30 characters

VIDEO ADVERTISING SPECIFICATIONS

Provide the YouTube.com embed code for your video and we'll do the rest.

VIDEO IMAGE

YouTube will include an image, but you may submit an image for the video, if you prefer.

JPG, PNG, or Static GIF Format

- Dimensions - 480x360 (or 480x270)
- GIF must be static.
- Clickable - Supply a click-through URL

RICH MEDIA SUPPORT

What We Accept

We will accept ads in most formats, including HTML. Other Rich Media formats must be discussed and tested on a case-by-case basis.

When submitting a rich media banner, a conventional GIF or JPG banner must also be submitted, within the size and file requirements as a normal comparable size banner. This alternative will be served to visitors who cannot view rich media

DEADLINES FOR THIRD PARTY-DELIVERED ADS

All versions of creative that will be served via a third party must be provided for testing and approval prior to appearing on the site. Please allow up to 5 business days for this testing in advance of your campaign start.