

# 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](#)

[Video Product Showcase](#)

[E-Newsletter Ad](#)

[Social Media](#)

[Custom E-Newsletter Ad](#)

[Video Advertising](#)

[Email](#)

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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 3<sup>rd</sup> 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
<b>970 x 250 Billboard</b>	250 KB
<b>970 x 90 Leaderboard Package</b> Includes a 728 x 90 and 300 x 50, which allows ads to be delivered responsively with content	200 KB 150 KB 50 KB
<b>Rectangle Ad Package</b>  300 x 600 Half Page  300 x 250 Medium Rectangle	  250 KB  200 KB
<b>1658 x 1058/300 x 250 Responsive Reskin</b>	500 KB for each
<b>Sponsored Native Ads</b>	200 KB

### Banner Ads

#### Billboard, Leaderboard, Half Page, Rectangle Ad Package

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/>.

### Website Retargeting

Sizes Accepted:

- 970x250; 970x90; 728x90; 300x50; 300x250; 300x600; 320x50; 160x600

Max Ad File Size: 200Kb

Format- nay of the below file types are acceptable

- JPG, GIF or Static Image
- HTML5 must be served with third party tags
- Third party tags are also accepted

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

## ROS Video Banners

### 970x250 Video Banner Specs

- YouTube, Vimeo or VAST URL (video length under 45 seconds)
- Click thru URL
- Banner image used for the video and as backup if video does not load (can be two separate banners)  
Needed: 970x250

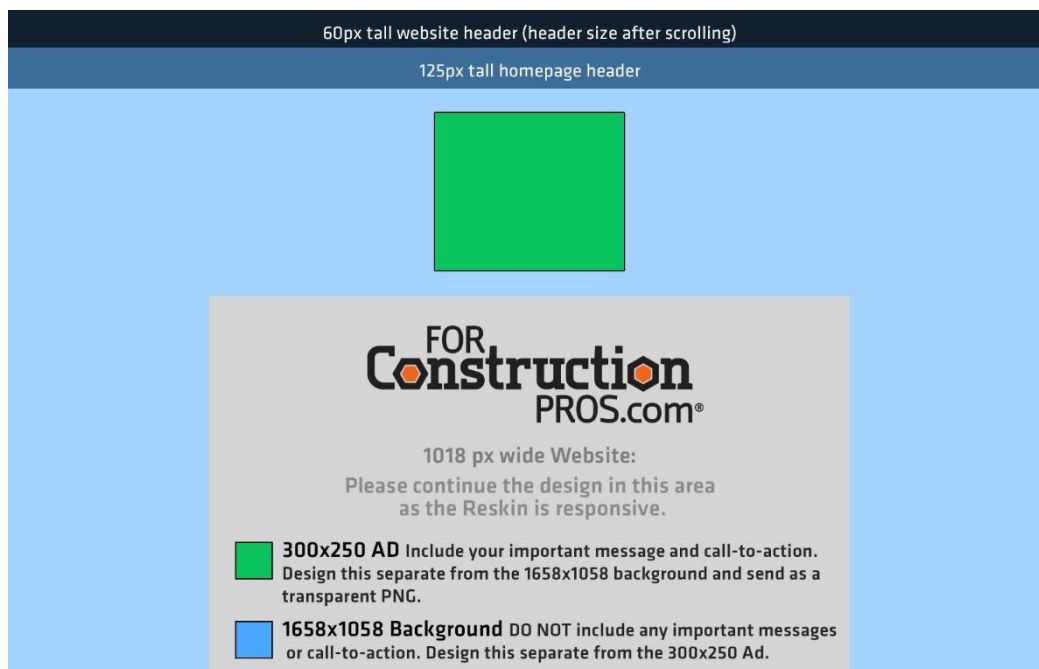
## Responsive Reskin Ads

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](#).

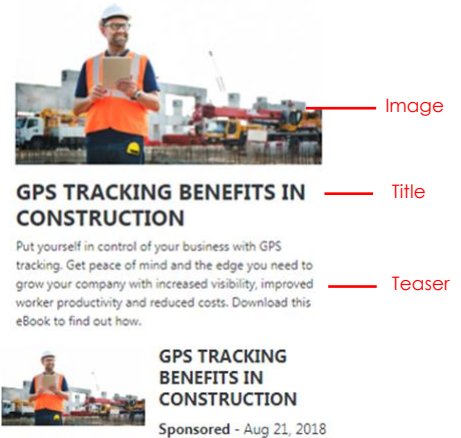
We encourage vital messaging/branding and all call-to-action items to be created within the 300x250 image. The 1658x1058 image should be background branding, imagery, color, etc. (equivalent to the bleed area in a print magazine).



## 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 **140 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 140 characters
- Article Body – No character limit, may include images and URLs.

## 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

## Sponsored Placement

- **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.

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## CUSTOM ENEWSLETTER 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)

### Header Image

- 600px wide up to 200px tall – 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)

### Sponsored Placement

- 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)

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## 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
- Clickable- Supply a click thru URL

### Instream/Pre-Roll Video Specs

- 16:9 aspect ratio video
- Length 15 to 30 seconds MAX
- .mp4 format (retargeting) or third-party VAST tags are accepted
- Click thru URL

### In-article/In-content Video Specs

- 16:9 aspect ratio video
- Length 15 to 30 seconds MAX
- .mp4 format (retargeting) or third-party VAST tags are accepted
- Click thru 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.
- Hidden Pre-header: limit to 7-12 words in length. Place directly beneath the body tag (optional)

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.
- Prohibited materials will not be accepted. This includes (but is not limited to) images used without permission, and other copyright or trademark infringement.
- If using a mailing template (for example: Constant Contact or Hubspot) check your agreement terms to ensure 3<sup>rd</sup> party usage is allowed

### ADDITIONAL CONSIDERATIONS

- Forms and background images are not allowed due to compatibility issues
- ALT text should be added to your images
- Suppression list please format in Excel or CSV format (optional)

## AC Business Media-Designed Creative

AC Business Media's team can design an email 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 (41 characters or 7 words)
- Pre-header (50 characters, including spaces)

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 characters MAX (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:

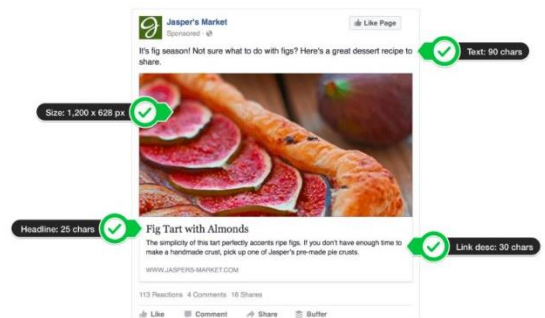
Image:

- 1080x1080; Ratio: 1:1
- 1080x1920 (keep text within 1080x1420); Ratio: 9:16
- 1200 x 628 pixels; Ratio: 1.91:1

Ad Copy:

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

		
Square (1:1)	Fullscreen Vertical (9:16)	Horizontal (1.91:0)
Facebook News Feed	Facebook Stories	Facebook Search
Instagram Feed	Instagram Stories	Facebook Right Column
Facebook Marketplace	Messenger Stories	Facebook Instant Articles
Instagram Explore	Audience Network Native Banner	Messenger Sponsored Messages
Messenger Inbox	and Interstitial	
Facebook Groups		
Facebook In-Stream Video		





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

