

BASSMASTER 2020 DIGITAL AD SPECS

Standard Ad Specs				Bassmaster.com
Creative Unit	Dimensions	File Size	Format	Placement
Leaderboard/ Billboard closed	970x90(desktop) 728x90 (tablet) 320x50(mobile)	200 KB max	.jpg/.gif/3 rd party tag	Homepage, Channel Mains, Articles, Photo Galleries, Single Video, Video Series/Weigh-ins, Video Main, Tournaments, LIVE Show, ROS
970x250 expanded*	970x250	200 KB max	.jpg/.gif/3 rd party Tag	Homepage and Channel Mains *Runs 1x every 24 hours per unique visitor
300x600 Half Page	300x600	200 KB max	.jpg/.gif/3 rd party Tag	Channel Mains, Articles, Photo Galleries, Single Video, Video Main, Tournament Pages, LIVE Show, ROS
300x250 Large Rectangle	300x250	200 KB max	.jpg/.gif/3 rd party tag	Homepage, Channel Mains, Articles, Photo Galleries, Tournament Pages, ROS
:15 pre-roll	720x480	5MB	.mov/.m4v/.mp4	Pre-roll ROS (no companions), Video Sponsorships including LIVE, ROS
Newsletter 300x600 static	300x600	60kb	Static .jpg/.gif	Newsletter only

Rich Media Ad Specs				Bassmaster.com
Creative Unit	Dimensions	File Size	Requirements	Notes
300x250 Large Rectangle	Expands left 600x250	200 KB max	Close option top right corner, user initiated only	3 rd party tags only; materials provided 5 days in advance for testing and approval; right positioned placements only
300x600 Half Page	Expands left 600x600	200 KB max	Close option top right corner, user initiated only	3 rd party tags only; materials provided 5 days in advance for testing and approval; right positioned placements only
970x90 Pushdown	Expands down 970x250	200 KB max	User-initiated, close button, ad aligned on the center of the page	3 rd party tags only; materials provided 5 days in advance for testing and approval

Creative Submission Requirements

Ads must conform to specifications outlined herein. All creative is subject to *Bassmaster* approval, elements not meeting specifications will be returned for revision, which may delay the launch date.

- 3rd Party Vendors must be certified and approved by *Bassmaster* to serve ads.
- Client approved 3rd party tags must be provided to *Bassmaster* no later than 5 business days prior to launch
- 3rd party tags must be live at the time of submission to enable thorough testing before launch.
- Creative should be sent directly to adops@bassmaster.com for trafficking.
- General Standard/Rich Media Ad Product Specifications on page 2.



TRACKING

- 3rd party 1x1 impression tracking
- 3rd party click tracking via click command URLs

ANIMATION

- Animation is not to exceed 30 seconds
- Maximum Frames Per Second (FPS): 24

USER INTERACTION

- Any expandable portion of the ad must contain a clearly visible 20x30 [x] CLOSE button that allows the user to stop the animation and close the expanding element immediately.
- The action that causes the panel to expand, must also cause the panel to retract.
 - Mouse over/mouse off: When a user passes a mouse over the creative, the panel expands; the panel retracts when the mouse is removed
 - Click open/click close: The creative can be set to expand with user click; the panel retracts when the user clicks a clearly marked button.

EXPANDABLE ADS

- Expandable ad panels can at no time cover, impede or otherwise obscure site logo, or other in-page ad spaces (same advertiser exceptions permitted)

AUDIO/VIDEO

- All audio must be user-initiated on click
- Video can be host initiated. May only download/stream 1mb maximum politely. Maximum in-banner video duration is :30 seconds
- Must contain stop, pause, play and audio control buttons

BORDER

- All ad units must have a 1 pixel border surrounding entire creative.

BACKUP FILES

- All Third Party Tags must have backup files (gif, jpg or png).

SSL

- All ads must be secure and SSL compliant
- All components of display ads, including creative and tracking, must be able to serve via SSL (https://) without any disruption to the browser, page, or user.

VIDEO PRE-ROLL

Please also send the following:

Click-thru URL

File Type: .mov/.m4v/.mp4

- Video Length – :15 sec video only
- Dimensions – 16x9 aspect ratio
- Frame Rate – 24 fps minimum
- Video Bitrate – 600 Kbps minimum
- File Size – 5MB max

When submitting creative, please be sure to include:

- Click-thru URL
- Banner/Video Creative to Spec

Creative should be sent directly to adops@bassmaster.com for trafficking. Please contact Matt Robinson, mrobinson@bassmaster.com for any questions regarding creatives.