BASSMASTER
Big Bass. Big Stage. Big Dreams.

2022 DIGITAL AD SPECS

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

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.

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TRACKING

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

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.

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 Addison Clark, aclark@bassmaster.com for any questions regarding creatives.