

BridgeTower Media Digital Ad Specs

Product / package	160x600	300x50	320x50	320x100	300x250	300x600	550x185	575x150	600x150	600x450	640x480	728x90	970x90	970x250	970x300	2200x2200
Geofencing	x	x	x		x	x						x	x	x		
Newsletter (HFD)								x	x							
Newsletter (BTM)					x		x									
Online Display Everywhere	x	x	x	x	x	x						x	x	x		
Pushdown/Expandable 970x90				x									x		x	
Retargeting/Targeted Display	x	x	x		x	x						x		x		
ROS/On Site (HFD)				x	x	x						x	x	x		
ROS/On Site (BTM)				x	x							x	x			
Sponsored Content (HFD)				x	x	x						x				
Sponsored Content (BTM)				x	x							x	x			
Wallpaper Unit (HFD)				x	x	x						x	x	x		x (500kb)
Wallpaper Unit (BTM)				x	x							x	x			x (500kb)
Welcome Ad (HFD)					x						x					
Welcome Ad (BTM)					x					x						

Ad Specs

Creative Type	Supported File Types	File Size
Display Ads	.jpg. .gif. .png, Ad Tags, HTML5	140kb
Newsletter Ads	.jpg. .gif. .png,	140kb
Social Ads	.jpg. .png. .mp4	140kb
CoBrand/eBlast (600px wide)	HTML, .zip, PDF Mock-Up	2MB

Sponsored Content

Item	Requirements
Article Content	500 word min.
856x475 Feature Image	2 – 4 images
Social Media Retargeting	Permissions

Social Media

Size	Channel	Quantity
1200x628 (140kb)	LinkedIn/ Facebook	2 to 10 creatives
1080x1080 (140kb)	LinkedIn/ Facebook	2 to 10 creatives
Video	LinkedIn/ Facebook	3 to 30 sec.
Text	LinkedIn	Up to 150 characters
Headline	LinkedIn	Up to 70 characters
Description	LinkedIn	Up to 70 characters
Text	Facebook	Up to 90 characters
Headline	Facebook	Up to 25 characters
Description	Facebook	Up to 30 characters
Permissions	LinkedIn/ Facebook	Per Instructions

Additional Requirements/Information
Ad URL must be provided with all submissions. UTM's are accepted.
Creative files must be exact dimensions, file can't be proportionate with higher DPI. RGB format only.
Please submit 5 business days in advance if StudioBTM is creating; 3 business days if creative is complete.
HTML file MUST be in a ZIP folder before submitting.
For Guidelines and Best Practices, visit: https://bridgetowermedia.com/digital-advertising-specifications/