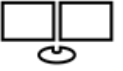


# Bloomberg Terminal

## Login Banner Advertising Specs



Please send image file and URL link to contact listed below.

### Half login banner ads:

- Dimensions: **1250 x 260 pixels**

### Full login banner ads:

- Dimensions: **2500 x 260 pixels**

### File format: PNG or JPG

**Text:** Must be clear and legible

**Max File Size:** Full: 700k, Half: 350k

**URL:** No 3<sup>rd</sup> party tracking links / No YouTube video links / No social media links

**Other:** Include mnemonic under text if applicable

**Note:** Animated banners not accepted. Banner aspect ratio changes based on size and shape of terminal window. Banners appear correctly at default window sizes.

**Bookings:** Must be scheduled at least two weeks prior to banner go live date. No exceptions.

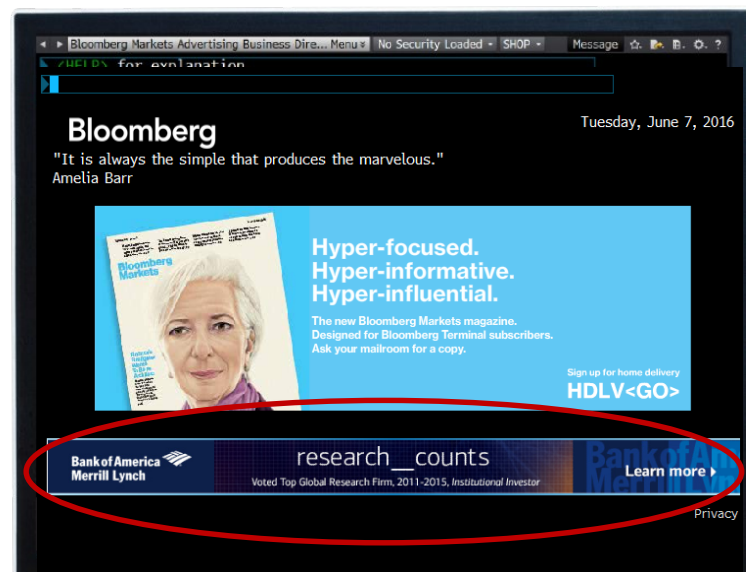
**Due Date:** All assets are required in-house two weeks prior to launch date.

### Insertion orders

Please email your insertion orders and creatives to:  
terminalads@bloomberg.com



Half login banner ad



Full login banner ad