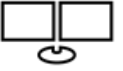


# Bloomberg Media

## Bloomberg Terminal Banner Specification



### > Delivery of materials to Bloomberg Media

Copy should meet the below technical requirements, in English and delivery should be by digital file submission.

### > File Submission Process

- Our preferred method of file delivery is Google Drive. <https://drive.google.com>
- For help with using Google Drive please see <https://support.google.com/drive/answer/2424384?hl=en>
- Please send the google drive link to the email address on the right
- If Google Drive submission fails please email the file directly
- Please include the URL Landing page details in the email

### > Delivery Deadline

All materials must be received by Bloomberg, no later than 10 working days before the campaign start date. Bloomberg Media cannot guarantee to meet any schedules for material received after this deadline.

### > File Format

JPEG or PNG

### > Size

Half Login Banner dimensions - 1250 x 260 pixels

Full Login Banner dimensions - 2500 x 260 pixels

### > Color Space

RGB

### > Max File Size

Full: 700k | Half: 350k

### > URL

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

### > Text

All type sizes must be clear and legible on smaller screens. We recommend 30pt type size or larger

### > Additional Info

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

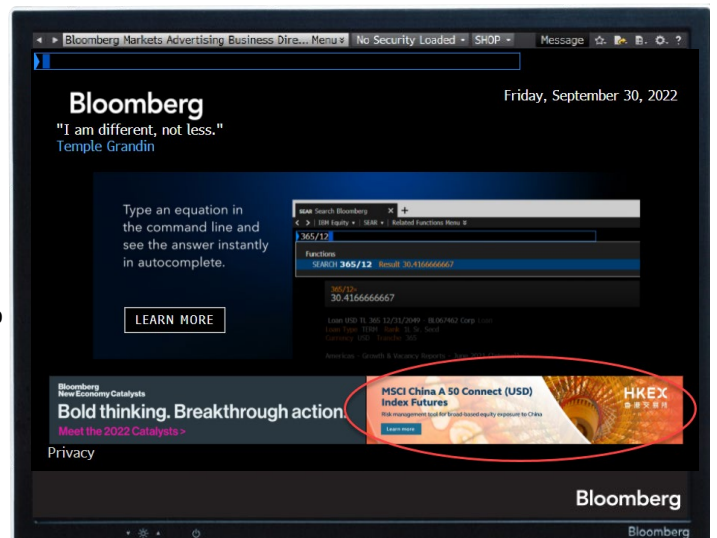
### Contact

#### Hong Kong

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25/F Cheung Kong Center  
2 Queens Road Central  
Hong Kong

Half login banner ad



Full login banner ad

