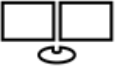


Bloomberg Terminal



2018 Login Banner Advertising Specs

Please send image file and URL link to contact listed below. (Note: If sending Panel 2 size please also send Panel 1 size).

Half login banner ads:

- Panel 1 Dimensions: **850 x 130 pixels**
- Panel 2 Dimensions: **360 x 34 pixels**

Full login banner ads:

- Panel 1 Dimensions: **1700 x 130 pixels**
- Panel 2 Dimensions: **720 x 34 pixels**

File format: PNG or JPG

Text: Must be clear and legible

URL: No 3rd party tracking links / No YouTube video links / No social media links

Other: Include mnemonic under text if applicable

Note: Animated banners not accepted.

Bookings: Must be scheduled at least one month prior to banner go live date. No exceptions.

Due Date: All assets are required in-house one week prior to launch date.

Insertion orders

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

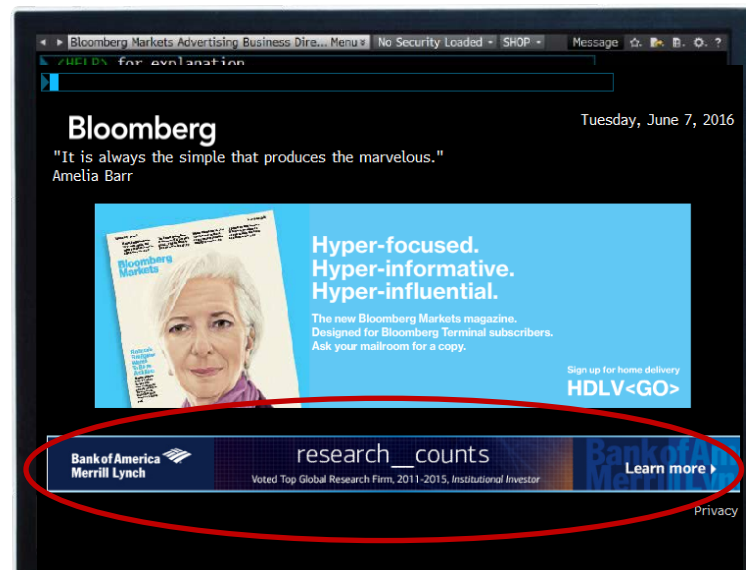
Contact

Email creative files to:

Steve McCarthy
+1.212.617.4332
smccarthy31@bloomberg.net



Half login banner ad



Full login banner ad