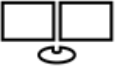


# Bloomberg Terminal



## 2019 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 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](mailto:terminalads@bloomberg.com)

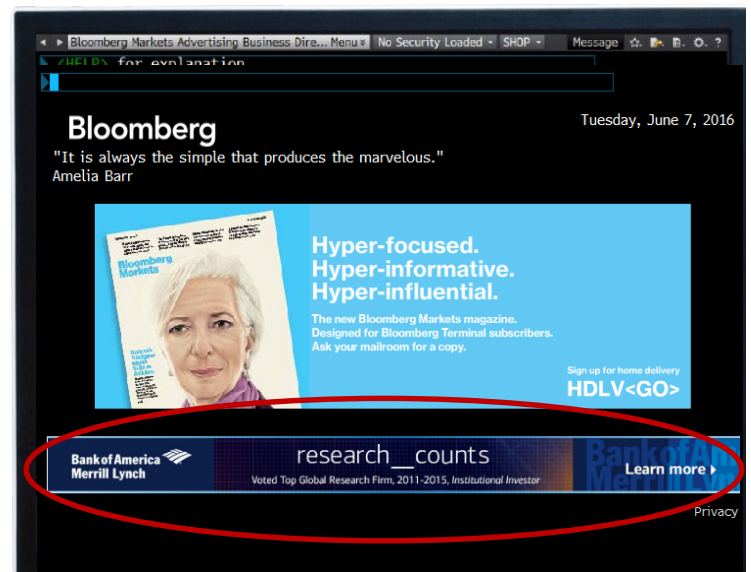
### Contact

Email creative files to:

Steve McCarthy  
+1.212.617.4332  
[smccarthy31@bloomberg.net](mailto:smccarthy31@bloomberg.net)



Half login banner ad



Full login banner ad