BDX Advertising
SPEC REQUIREMENTS

All ads submitted to NewHomeSource.com or our partner channels must comply with the following specifications for uniformity and download speed. If submitted ads are not in compliance, they will be returned for revision. Please send all creative and click thru URLs to your account manager.

When submitting assets please include: The name of the brand, specific channels where the ads are contracted to run, start and end dates, the geo targeting by DMA and any special instructions.

• All ads must be submitted at one time to ensure proper set-up and timely processing. Incomplete assets will cause delays and could affect fulfillment.

While there are certain things that can be done to limit a file's size (reducing the number of colors or animation frames) your ad designer will be the most qualified to help keep your creative within these guidelines.

Once artwork is approved, most ads are live within 24-48 business hours. Please allow 3 business days for any changes to active campaigns or activation of new campaigns. Please allow 7 days for testing and reviewing when submitting HTML5 or other rich-media creatives. BDX accepts most 3rd party Ad Tags but please contact your Account Manager to review.

For additional spec guidelines, please keep in mind the following instructions.

BANNERS

AD NAME	AD SIZE	JPG - PNG - HTML - JAVA - GIF MAX. SIZE	GIF (Animation) MAX. SIZE		IMPORTANT INFO	BDX Premium - BDX Ad Packages	BDX Retargeting - BDX BeBack - NHS Pro Retargeting
LEADERBOARD	728 x 90	40K	120K	3 loops max or 15 second max		✓	✓
SKYSCRAPER	160 x 600	40K	120K	3 loops max or 15 second max		✓	✓
MEDIUM RECTANGLE	300 x 250	40K	120K	3 loops max or 15 second max		✓	✓
HALF PAGE AD	300 x 600	40K	120K	3 loops max or 15 second max		✓	✓
MOBILE LEADERBOARD	320 x 50	40K	120K	3 loops max or 15 second max		✓	✓
BDX NATIVE IMAGE	1200 x 628	60K				✓	
BDX NATIVE LOGO	130 x 45	15 K			If the logo has a transparent background, the font needs to be in a dark color.	✓	
BDX NATIVE COPY					*Including spaces* 45 Character Headline 90 Character Body Copy 20 Character Call to action	✓	

OTHER PRODUCTS

PRODUCT NAME	AD SIZE	JPG - PNG - GIF MAX. SIZE	IMPORTANT INFO	DOWNLOAD
FACEBOOK AD	1200 x 628	150K	90 Character Body Copy 25 Character Headline	
BDX PAGE SKIN	1600 x 1200	120K		Download Example Below ▼

Realtor

NAME	AD SIZE	JPG - PNG - GIF MAX. SIZE	IMPORTANT INFO	DOWNLOAD
REALTOR. COM NATIVE IMAGE	1200 x 628	60K		
REALTOR. COM NATIVE LOGO	130 x 45	15K	If the logo has a transparent background, the font needs to be in a dark color.	Download Worksheet Below ▼
REALTOR. COM COPY			*Including spaces* 45 Character Headline 90 Character Body Copy 20 Character Call to action	
REALTOR.COM MOBILE	320 x 50 or 300 x 50	40K		
REALTOR.COM 300x250	300 x 250	40K		