



ONLINE PRODUCTION SPECIFICATIONS

ONLINE AD UNITS

728x90 banner, 300x250 rectangle, 300x600 skyscraper, web page sponsorships, wrapper. Inquire about custom ad types.

ACCEPTED FILE FORMATS & RICH MEDIA FORMATS

GIF, JPG, PNG, HTML5, third party accepted. Animated GIF, static GIF, JPG. Maximum 200K for all web ads.

ANIMATION

May loop three times, 24 fps, 15 seconds max recommended for standard ad units.

ASSETS FOR SPECIAL SECTIONS & PACKAGES

Supplied images must be high resolution (300 DPI), CMYK. RGB images will be converted to CMYK. Logos: Preferred as .EPS or .AI file types. Convert type to outlines unless fonts are provided.

STANDARD GUIDELINES

Google Ad Manager for Publishers (DFP) is used to serve all Boy Scouts of America sites.

CUSTOM & SPONSORED CONTENT AND CONTESTS

Supply high-resolution logo, URLs, tags, handles, copy, etc., as instructed by our digital team. Assets will vary based on media elements and creative needs.

PRODUCTION CALENDAR

WEB UNITS

Standard units due 10 business days prior to post date. Rich media, page sponsorships, wrappers, etc., due 14 business days prior to post date.

DIGITAL CONTEST COMPONENTS

Assets due 21 business days prior to post date.

ONLINE CUSTOM CONTENT

Assets due two weeks prior to post date.

SPONSORED WEB PAGES

Assets due five days prior to post date.

FACEBOOK & TWITTER POSTS

Assets due one week prior to post date.