ONLINE **PRODUCTION SPECIFICATIONS**

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

NEWSLETTER BANNER ADS
Volunteer 700x200 at 72 dpi.
Cub Scouts Parents 404x500 at 72 dpi.
Scouts BSA Parents 404x500 at 72 dpi.

SPONSORED BLOG POST UNITS
Header image 1200x630 at 200 ppi.

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.

Scout Life MEDIA KIT