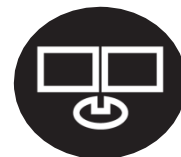


# Bloomberg Terminal



## Login Banner Ads

### Login Banner Ad Specs

Two landscape sizes and one url required.

#### Half login banner ads:

- **Dimensions:** 397x61 / 360x34 pixel  
(both sizes required)

#### Full login banner ads:

- **Dimensions:** 798X61 / 720X34 pixel  
(both sizes required)

**Resolution:** 72 DPI

**File format:** JPG or PNG

**Font size:** 8 pt. minimum font size

**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.

**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

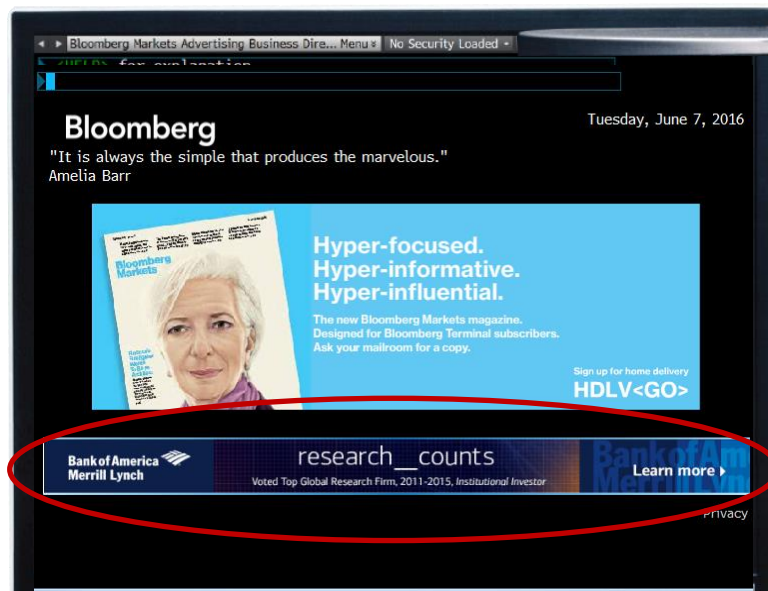
Email creative files to:

Steve McCarthy  
212.617.4332  
[smccarthy31@bloomberg.net](mailto:smccarthy31@bloomberg.net)

Mel Arriazza  
212.617.8778  
[marriaza@bloomberg.net](mailto:marriaza@bloomberg.net)



Half login banner ad



Full login banner ad