



TheBCAT.com

HOME OF THE BRIEF COGNITIVE ASSESSMENT TOOL

Technical Specifications for Printed BCAT Promotional Material Ads

Last modified September 20, 2012

I. Description

Sponsorship of printed BCAT promotional materials

Required unit: 300x250 pixel ad unit.

Please send ad materials and correspondence to:

BCAT Ad Submission: info@thebcat.com

To help us locate your account, please put the following in the subject line of every email:

- client name
- brand or product name
- name of BCAT sales contact
- nature of request (i.e. "creative replacement")
- name of promotional piece and send date(s)

II. General Policies

A. Lead Times and Deployment

1. The BCAT requires the following lead times in order to print ads:
 - 5 business days from creative receipt long as specs are met
2. Creatives will only be printed for signed contracts.
3. Creatives will only be printed to the level of targeting details stated on contract.
4. The BCAT reserves the right to limit the number of creatives printed, and number of changes to creative per contract.

B. Ad Content

1. Ads with prescriptive data capture, i.e. Free Trial Offer (secure or unsecured) are not permitted.
3. Creative must have a distinct border to clearly identify where the page ends and advertisement begins.

III. Technical Specifications

A. Ad Size

1. Medium Rectangle Size: 300x250 pixels, 300dpi

B. Approved Ad Formats

1. BCAT Image Files:
Image files should be limited to high-resolution, printer-ready files such as: .tif, .eps, .pdf