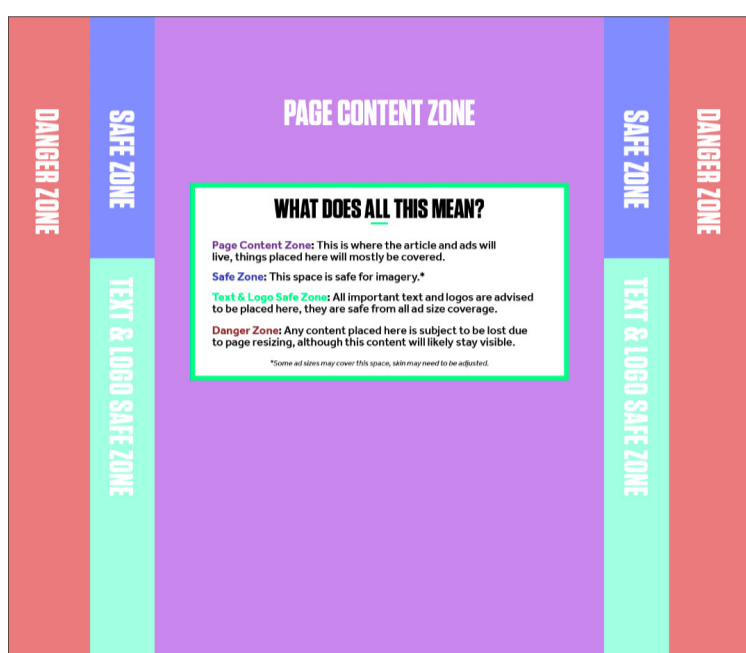


# B/R TEMPLATE CHEAT SHEET



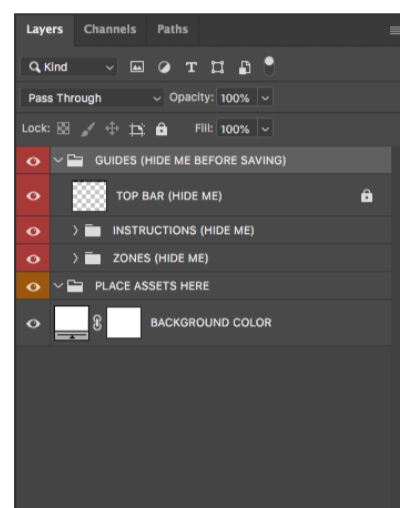
**THIS PAGE IS A COMPREHENSIVE GUIDE TO USING BLEACHER REPORT'S AD UNIT TEMPLATES, EACH TEMPLATE WILL BE COVERED INDIVIDUALLY.**

## SKIN BUILD TEMPLATE

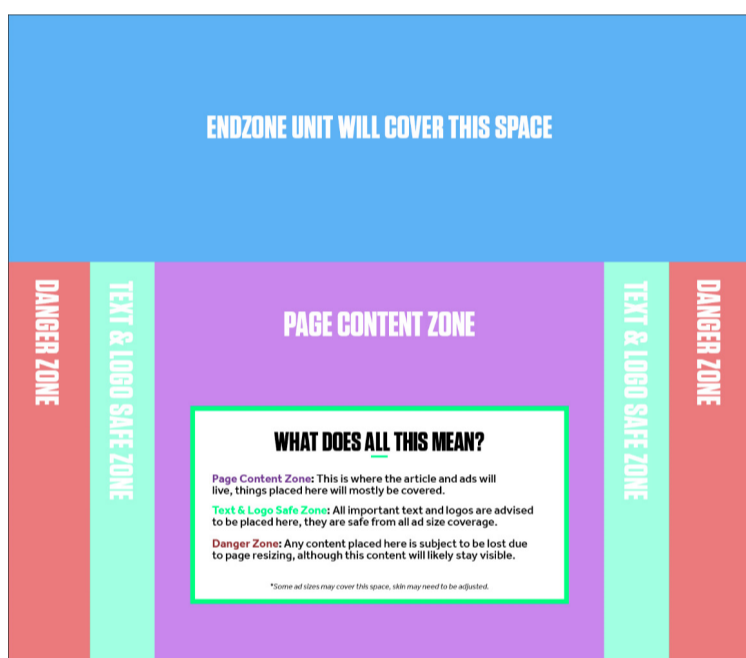


**This template is used to build a 1600x1400 desktop page skin. Here's a few things to note while building this unit.**

- Anything within the "Guides" group should be used as reference while building the skin, but hidden before saving.
- The entire space should be used, please bleed images or color blocking into the "Page Content Zone", this will help compensate for any miscalculations.
- Place assets within the "Place Assets Here" group in order to use the guides properly.
- Save as a jpg under 200kb in size.

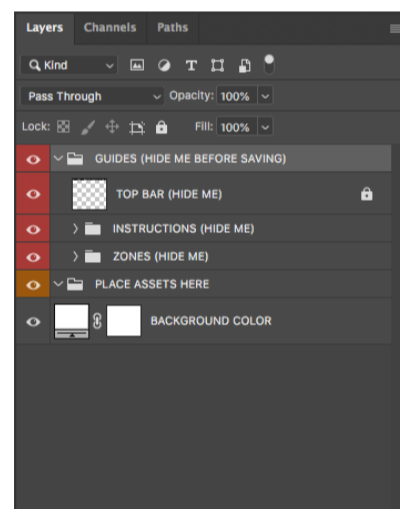


## SKIN BUILD TEMPLATE (ENDZONE)

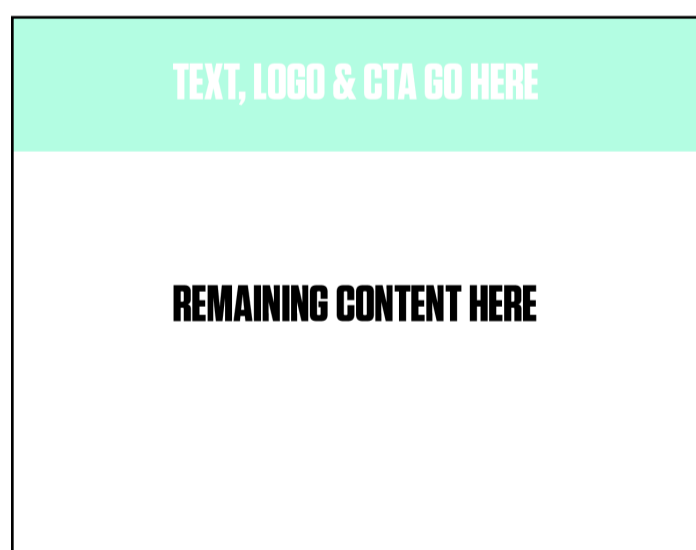


**This template is used to build a 1600x1400 desktop page skin that will run alongside the Endzone Unit. Here's a few things to note while building this unit.**

- Firstly, all the above instructions from the standard skin template apply here as well!
- Please keep all relevant imagery, logos, CTAs below the blue Endzone Ad space, as they will suffer 100% coverage by the unit if placed within that space.
- As always, hide the "Guides" layer group before saving.
- Save as a jpg under 200kb in size.



## 1280x1000 Accordion Unit



**This template is used to build a 1280x1000 mobile unit. Here's a few things to note while building this unit.**

- This is a folding ad unit, therefore there will be a 25% view (green space only) and a full view (green & white together).
- Keep any important tag lines, logos or CTAs within the green space so it always visible, even while folded.
- As always, hide the "Guides" layer group before saving.
- Save as a jpg under 100kb in size.

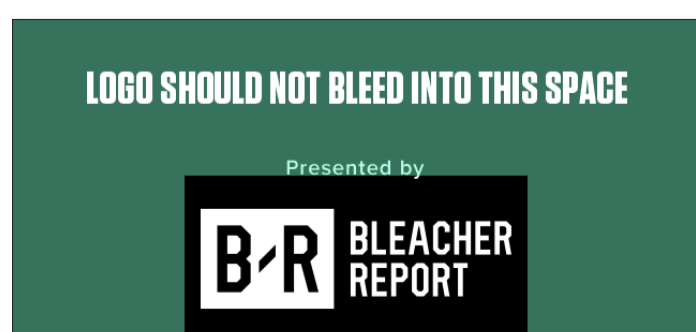
## 320x80 Logo



**This template is used to build a 320x80 mobile unit. Here's a few things to note while building this unit.**

- This one is fairly simple: Vertical align the logo and then align it to the right of the green bumper.
- As always, hide the "Guides" layer group before saving.
- Save as a png under 100kb in size.

## 640x300 Load Screen Logo



**This template is used to build a 630x300 mobile unit. Here's a few things to note while building this unit.**

- Place a white / colored version of the logo inside of the safe space and horizontal align.
- As always, hide the "Guides" layer group before saving.
- Save as a png under 100kb in size.