

DEALER SUPPORT

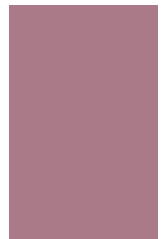
Advertising Specifications

If you have any questions regarding the supply of artwork, please contact: production@intelligentmedia.co.uk or call 0203 794 8555 and we'll be happy to help.

Website Buttons

- Please supply website advertising as a web ready GIF, animated GIF or JPG.
- Please also supply a website address to link buttons to.
- All documents must be RGB and the file size should not exceed 80kb.

Prime Positions



FAT SKYSCRAPER:
320px wide x
600px high



HIGHLIGHT BOX:
484px wide x
300px high



HOME BOX MPU:
300px wide x
250px high



LEADERBOARD:
728px wide x
90px high

Other



SUPER SKYSCRAPER:
160px wide x
600px high



SKYSCRAPER:
160px wide x
320px high



DOUBLE BUTTON HORIZONTAL:
320px wide x
160px high



SINGLE BUTTON:
160px wide x
160px high

Tweet

- Please provide up to 140 characters

DS Weekly Email Advertising

- Please supply email advertising as a web ready GIF or JPG.
- Animated Gifs may not display correctly in some email clients.
- All documents must be RGB and the file size should not exceed 80kb.



LEAD BANNER:
600px wide x 100px high



MID BANNER:
400px wide x 220px high



EE WEEKLY SPONSORSHIP:
50 Words + Headline
Link to web page

Sponsored Blog or News Story

- Please supply 250 - 500 words, links accepted
- 1 image - should ideally be 484px x 283px

Sponsored Article, Feature or Case Study

- Please supply 500 -1000 words, links accepted
- 1-3 images - should ideally be 484px x 300px

Solus/Bespoke E-Shot

- Please provide a HTML file, deigned at 600px wide
- Images must be provided as absolute links
- We advise against the use of CSS as it is incompatible with some email clients
- We also advise against background images for the same reason
- All styles should be in line

Useful links for solus email design

www.visuallizard.com/blog/2011/01/25/email-standards

www.1stwebdesigner.com/tutorials/ultimate-guide-html-emails/