

Dealer Support

Copy & Specs Information 2021

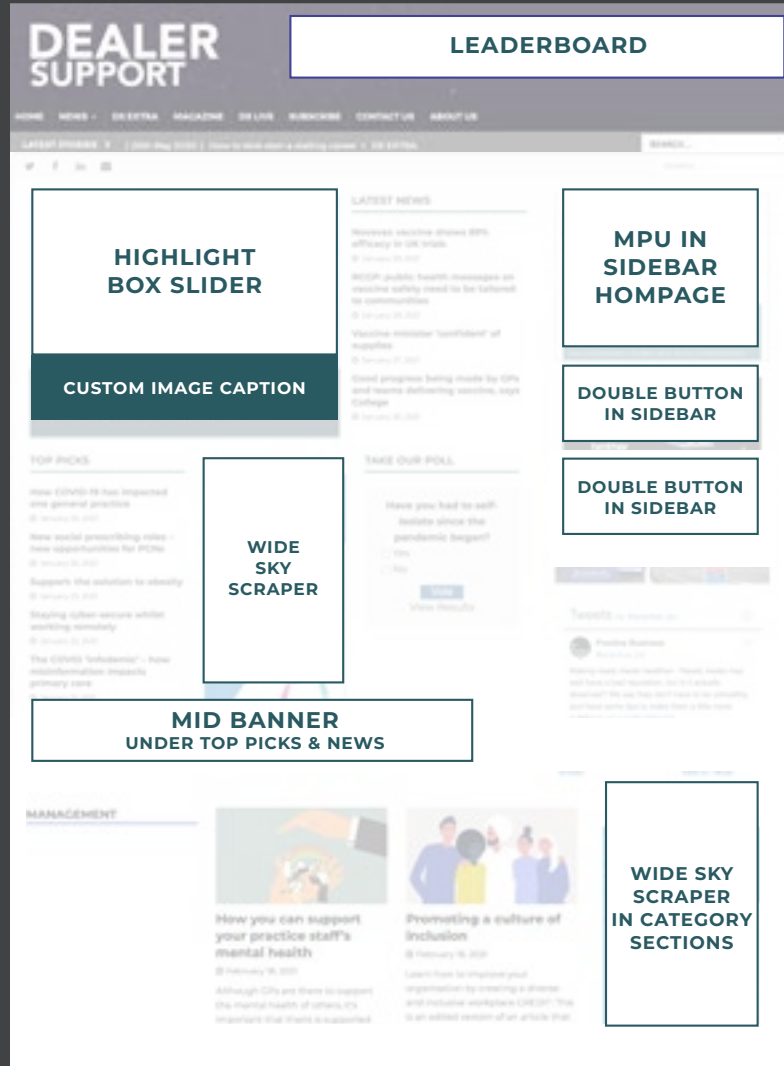
HIGHLIGHT BOX SLIDER
Dimensions: 588px X 283px

WIDE SKY SCRAPER
Dimensions: 240px X 400px

MID BANNER UNDER TOP PICKS & NEWS
Dimensions: 728px X 90px

Please supply website advertising as a web ready GIF, animated GIF, JPG or SWF.

All documents must be RGB and the file size should not exceed 80kb

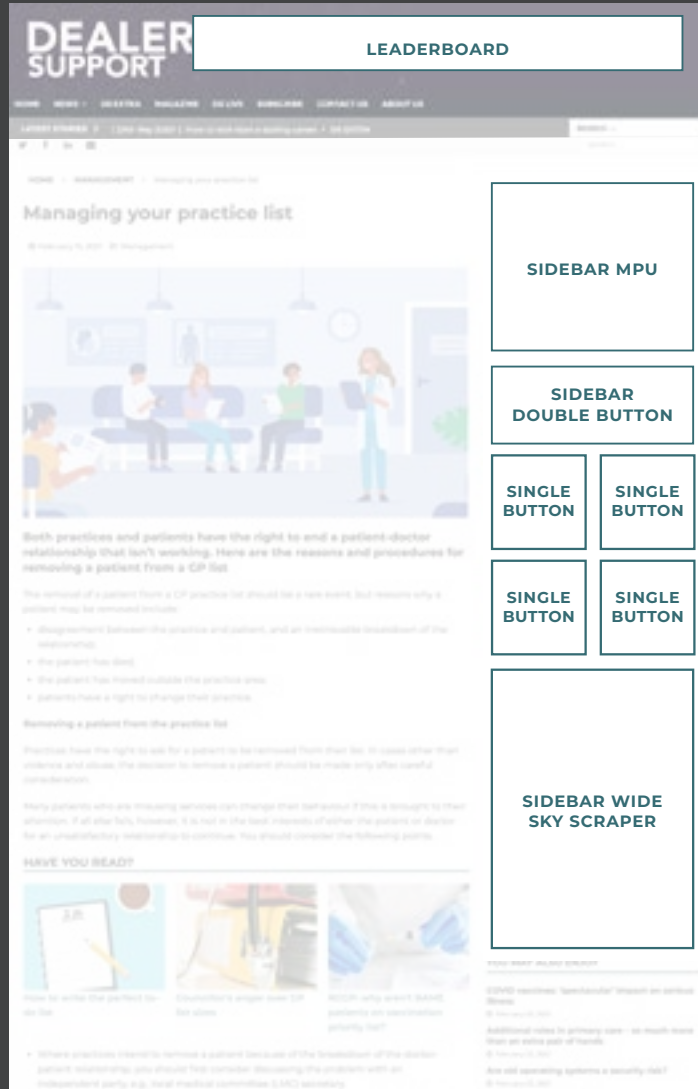


CROSS WEBSITE LEADERBOARD
Dimensions: 728px X 90px

MPU IN SIDEBAR HOME PAGE
Dimensions: 300px X 250px

DOUBLE BUTTON IN SIDEBAR
Dimensions: 300px X 125px

WIDE SKY SCRAPER BELOW THE FOLD
Dimensions: 240px X 400px



CROSS WEBSITE LEADERBOARD
Dimensions: 728px X 90px

SIDEBAR MPU
Dimensions: 300px X 250px

SIDEBAR DOUBLE BUTTON
Dimensions: 300px X 125px

SIDEBAR SINGLE BUTTON
Dimensions: 145px X 145px

SIDEBAR WIDE SKY SCRAPER
Dimensions: 300px X 500px

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CATEGORY PAGE

**CATEGORY SLOT 1
SMALL MPU**
Dimensions: 220px X

**CATEGORY SLOT 3
TALL SKY SCRAPER**
Dimensions: 240px X 800px

The screenshot shows the Dealer Support website's category page for 'Management & HR'. The page features a navigation bar with the site logo and menu items like 'HOME', 'NEWS', 'SERVICES', 'MAGAZINE', 'ON LINE', 'SUBSCRIBE', 'CONTACT US', and 'ABOUT US'. Below the navigation is a 'LEADERBOARD' section. The main content area is titled 'Management & HR' with the subtitle 'Best practice, guidance, insight and advice' and an organizational chart icon. The page is divided into several content slots, each with a placeholder box and a title: 'CATEGORY SLOT 1 SMALL MPU' (top left), 'CATEGORY SLOT 2 WIDE SKY SCRAPER' (middle right), 'CATEGORY SLOT 3 TALL SKY SCRAPER' (bottom left), and 'CATEGORY SLOT 3 TALL SKY SCRAPER' (bottom right). The main content area contains several article teasers with images and titles, such as 'Managing your practice list', 'How to have a winning mindset', 'How one GP-patient volunteer group responded to the pandemic', 'The emotional needs leaders should look out for', and 'What challenges are facing the NHS this year?'. The page also includes a 'LATEST NEWS' section at the top left and a 'SEARCH' box at the top right.

**CROSS WEBSITE
LEADERBOARD**

Dimensions: 728px X 90px

**CATEGORY SLOT 2
WIDE SKY SCRAPER**

Dimensions: 240px X 400px

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dealersupport.co.uk

WEBSITE SPONSORED CONTENT

WRITING SERVICES

Up to 500 words
per article

Up to 1000 words
per article

Up to 1400 words
per article

The screenshot shows the Dealer Support website interface. At the top, the logo 'DEALER SUPPORT' is visible, along with navigation links for HOME, NEWS, DEALERS, PRACTICES, DE VMS, SUBSCRIBERS, CONTACT US, and ABOUT US. Below the navigation is a search bar and social media icons. The main content area features an article titled 'Managing your practice list' dated 18 February 9, 2021, in the 'Management' category. The article includes an illustration of a doctor and patients in a waiting room. The text discusses the right to end a patient-doctor relationship and lists reasons for removing a patient from a GP list, such as disagreement, patient moving, or patient request. It also mentions that practices have the right to ask for a patient to be removed in cases of violence or abuse. A 'HAVE YOU READ?' section at the bottom features three small article thumbnails: 'How to edit the perfect GP list', 'Councilor's anger over GP list alone', and 'NCCIP why wait? BAME patients on vaccination'. To the right of the article is a sidebar with a 'HORIZON' logo, a 'WORK' section with various images, and a 'Place your message here' advertisement featuring a yellow star balloon and a 'Click to find out how' link. At the bottom right, there is a 'YOU MAY ALSO ENJOY' section with a link to 'COVID vaccines: 'specialist' support on arrival'.

SPONSORED CONTENT HOSTING ONLY

NEWS STORY
No more than 350
words

BLOGS & COMMENT PIECES
No more than 600 words

ARTICLES & FEATURES
No more than 900 words

EXTENDED PIECES
No more than 1400 words

DS Weekly

Email Marketing

BESPOKE / SOLUS E-SHOT - SPECS

Finished HTML file
designed at 600px wide

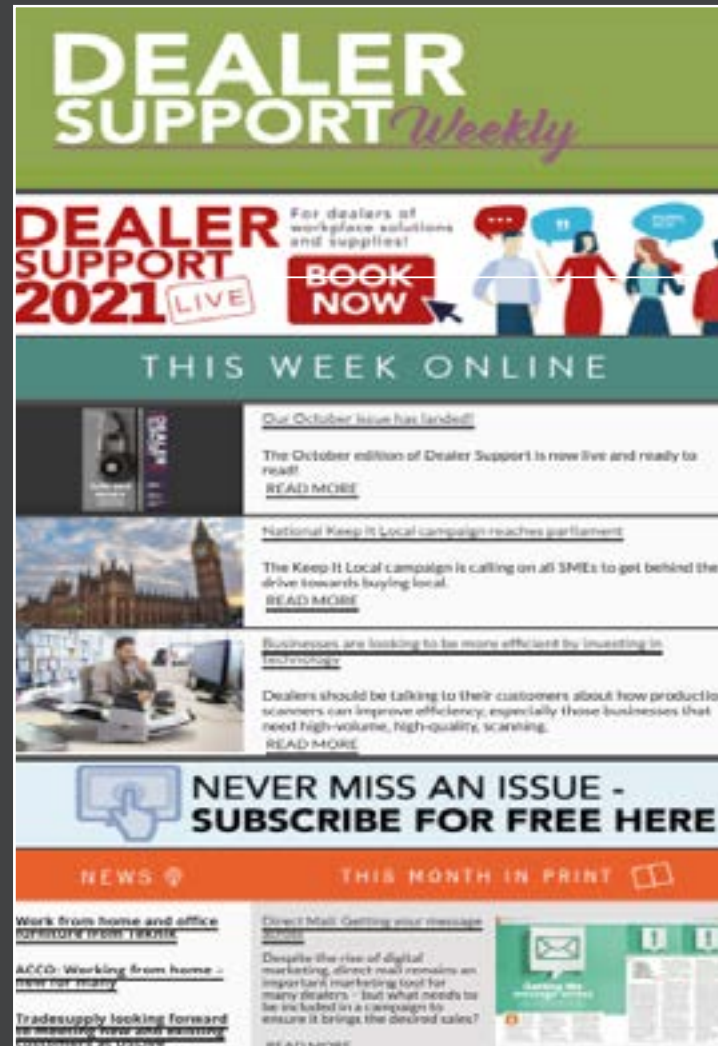
Images must be provided as
absolute links within HTML and
separately in an image file.

Please also provide PDF visual
final email.

We advise against the use of CSS
as it is incompatible with some
email clients

We advise against background
images as it is incompatible with
some email clients

All styles should be in line



DS WEEKLY EMAILS

LEAD BANNER ADVERT

Dimensions:

600px wide x 100px high

MID BANNER ADVERT:

Dimensions:

400px X 100px.

SPONSORED CONTENT - LINK ONLY

30 words and URL link

SPONSORED CONTENT - HOST & LINK

Article hosted on our website and
promoted as a sponsored article in
the weekly newsletter.