

Technical specifications

LEADERBOARD

Desktop/Tablet: 728 x 90px

BILLBOARD

Standard: 970 x 250px

MPU

Standard: 300 x 250px | **Double:** 300 x 600px

FILE SIZES

750kb or less

OVERLAYS

See the all site specifications section.

SITE SKINS

- ❑ Must be supplied as a single graphic – RGB .JPEG format
- ❑ Total scale of artwork should account for screen sizes of up to 1920 x 1280px
- ❑ With exception of The Press and Journal site - which is 1920 x 1080px
- ❑ No more than 1Mb in file size
- ❑ Artwork should contain a central blank panel that is 1020px in width
- ❑ Initial sales message *must* fit into a space of 1280px wide. Artwork that does not comply will be rejected. For clarity - the artwork for the width of 1280px should be designed as a stand-alone creative
- ❑ Maximum recommended depth for sales message is 760px

Please note: site skins are only available to run for 7 days per campaign.

Site skin ONLY available on The Press and Journal and The Courier.

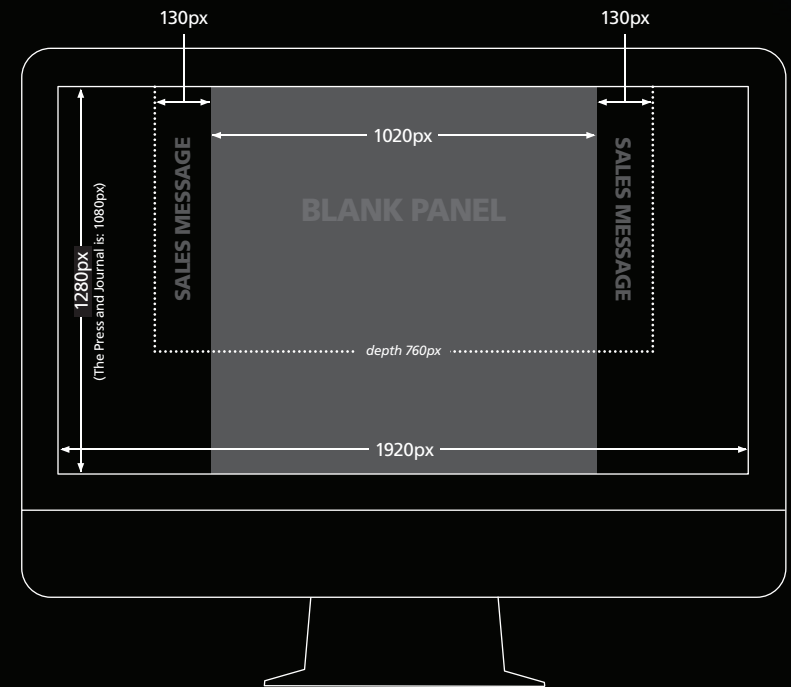
Site skins are not viewable on tablet or mobile devices.

For any further technical queries please contact Richard Murray.

Email: richard.murray@ajl.co.uk or call: 01224 343261 or 01382 575310

For digital sales queries please contact Mike Dee.

Email: mike.dee@ajl.co.uk or call: 01224 343305 / mobile: 07785 614220





Technical specifications

LEADERBOARD

Desktop/Tablet: 728 x 90px

BILLBOARD

Standard: 970 x 250px

MPU

Desktop & Mobile: 300 x 250px | **Double:** 300 x 600px

OVERLAYS

See the all site specifications section.

NEWSLETTER ADVERTISING

The current template accommodates a 468 x 60 banner advert which is delivered to over 11,500 subscribers on a Monday and Thursday.

Full reporting via the Sailthru reporting system is available.

