

# 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

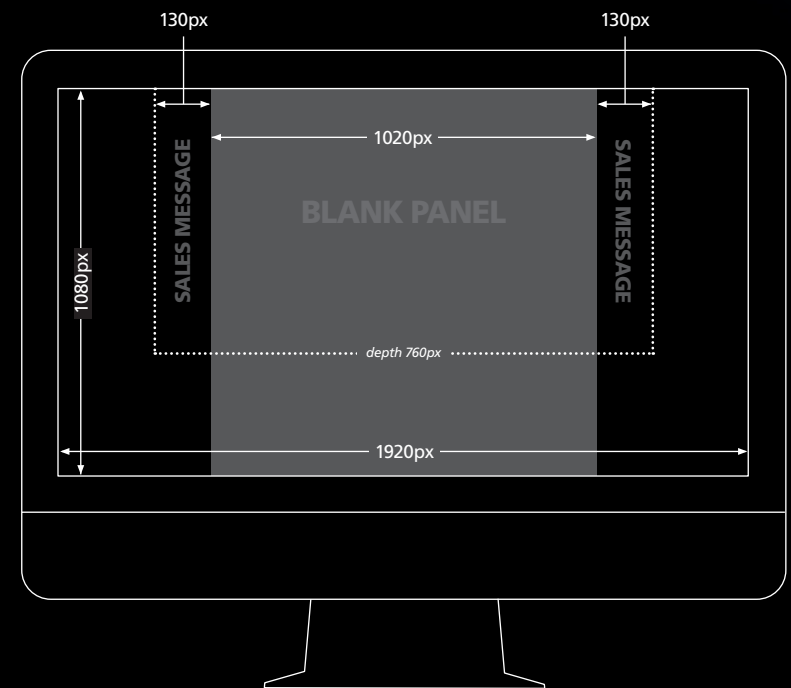
- ❑ Must be supplied as a single graphic – RGB .JPEG format
- ❑ Total scale of artwork should account for screen sizes of up to 1920 x 1080px
- ❑ File size less than 1Mb in total
- ❑ Artwork should contain a central blank panel that is 1020px in width
- ❑ Initial sales message *must* fit into a space 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 skins are not viewable on tablet or mobile devices.*

*For web trafficking and operations please contact Alison Duncan.  
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*For any further technical queries please contact Richard Murray.  
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*For digital sales queries please contact Mike Dee.  
Email: [mike.dee@ajl.co.uk](mailto:mike.dee@ajl.co.uk) or call: 01224 343305 / mobile: 07785 614220*





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### OVERLAYS

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### 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.

