

THE Manufacturer

Online advertising specifications

The purpose of this is to ensure that you have a comprehensive break down of all our ad types and the specifications that go with them.

These guidelines reflect those set out by the IAB. If you have creative that falls outside our guidelines, please contact our online team on 0207 401 6033 .

Skyscraper

120(W) X 600(H) Pixels

35k Max file size

Leaderboard

728(W) X 90(H) Pixels

45k Max file size

Banner

468(W) X 60(H) Pixels

30k Max file size

MPU

300(W) X 250(H) Pixels

35k Max file size

We require at least 2 working days to implement adverts on the live website.

We request that no adverts include any offensive, Illegal or Libellous content, We also reserve the right to reject any campaign if we deem it unsuitable for our audience.

If you require further information please contact our online team on **0207 401 6033**

Supplying artwork

We accept either Gif or Flash file formats. If Flash is used we ask you also provide the original .FLA file and an alternative Gif file.

Newsletter specs

For newsletter sponsorship we can only accept MPU ads in .Gif format

Ad servers

If you intend to serve adverts to us via your own ad serving solution, please check with us to ensure compatibility.