EMANUFACTURER ONLINE ADVERTISING SPECIFICATIONS

Half Page - 300w x 600h

Wide Skyscraper - 160w x 600h

MPU – 300w x 250h

Mobile Banner - 300w x 100h

Super Leaderboard - 970w x 90h

Supplying artwork

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

We accept either gif, jpg, png ads or hosted ads via tags served from third parties such as Sizmek or DoubleClick. Artwork files for each advert position should be max 100kb.

If you are serving your HTML5 ads through third parties like Sizmek or DoubleClick, you can just send us the third party tag. Otherwise, please refer to our supplied HTML 5 specifications for guidance. Click here to view.

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. 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.**