

Insider News (email newsletters) advertisement guidelines

ARTWORK SPECIFICATION

All artwork must be supplied JPG or GIF format

All images should be supplied at minimum 72dpi (dots per inch/resolution) and using the RGB colour mode

ANIMATED BANNER ADVERTS

For animated adverts please use GIF format – Flash movies are NOT acceptable for emails

Maximum file size 150k

NOTE: Outlook 2007/newer does not display all frames of animated GIF adverts. With this in mind, please ensure that the FIRST frame of your animation contains all the relevant information you want recipients to see. The first frame can be timed to appear for 0.25 seconds if this suits your branding

ARTWORK DEADLINE

Artwork to be supplied in specified format and correct size at least five days before the first insertion is due to appear. Failure to meet these deadlines may mean that the banner may not appear but the client will still be invoiced

URLS

The client must confirm in writing before the artwork deadline the relevant URL web address that they wish their banner advert to link to

ALT TAGS

Due to the individual internet settings, some readers may not be able to view images or adverts. Therefore, we ask clients to supply an Alt tag for their advert, which will appear if the images do not. The Alt tag should be the name of the client followed by the call to action from the advertisement. For example, "Smith Harvey Solicitors – get your free employment law guide"

For further information please contact our sales teams

North West
0161 907 9720

Yorkshire
0113 220 4410

Midlands
0121 232 0980

Wales
02920 434500

South West
0117 906 5900

North East & South East
0161 907 9718

The screenshot shows the layout of an Insider News email newsletter. Key elements include:

- TOP BANNER:** A horizontal banner at the top of the page.
- SKYSCRAPER 1:** A vertical banner on the right side of the main content area.
- SKYSCRAPER 2:** A second vertical banner on the right side, below the first one.
- BOTTOM BANNER:** A horizontal banner at the bottom of the page.

The newsletter content includes a date (20th April 2011), the Insider News logo, and several news articles with headlines such as "Robert strikes Easyjet deal ahead of Olympics", "Luther looks internationally after E10m refinancing", and "Digital and creative fund makes first investments". There is also a "PROPERTY OF THE WEEK" section and a "ASK THE EXPERT" section.

SPONSORED BY

Logo to be supplied in a JPG, GIF or EPS format at minimum 150 dpi (dots per inch/ resolution)

EMAIL BANNER SIZES

TOP & BOTTOM BANNERS (HORIZONTAL)

Width 728px – Height 90px



SKYSCRAPER

1 & 2 BANNERS POSITIONS (VERTICAL)

Width 120px – Height 600px

