

Insider website advertisement guidelines

ARTWORK SPECIFICATION

All artwork must be supplied in a JPG, GIF, or SWF format

Flash movies ARE acceptable, with the required URL web address embedded

For animated banner adverts please use GIF format (maximum file size 150k)

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

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

VIDEO MPUs

Insidermedia.com supports video MPUs with the following specification:

Dimensions - 300x250

Flash movie files must be supplied in SWF format with URL hard coded

Movies must be auto muted by default

Please supply a backup GIF file and URL link

**For further information
please contact our
sales teams**

**North West
0161 907 9720**

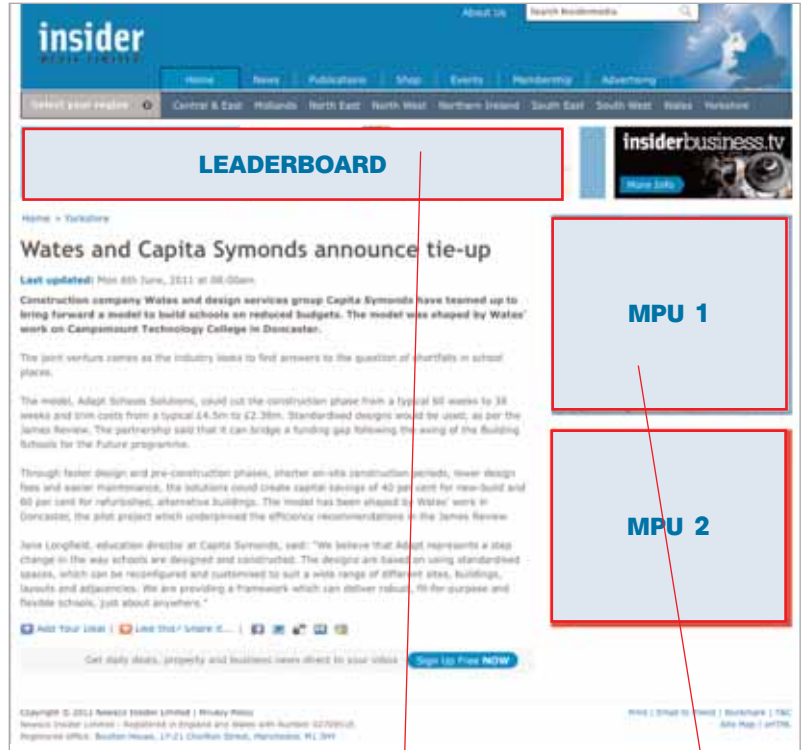
**Yorkshire
0113 220 4410**

**Midlands
0121 232 0980**

**Wales
02920 434500**

**South West
0117 906 5900**

**North East
& South East
0161 907 9718**



WEBSITE BANNER SIZES



LEADERBOARD (HORIZONTAL)

Width 728px – Height 90px

MPU 1 & 2

Width 300 px – Height 250 px



insider
INPRINT INPERSON ONLINE