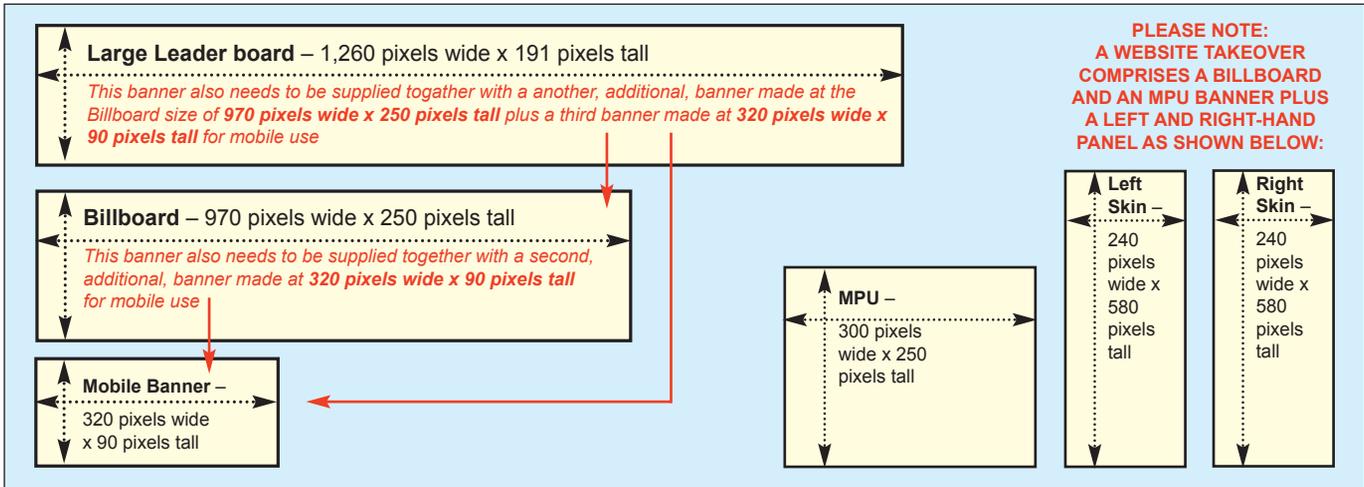


Technical specifications for ^{the} drinks business

PLEASE REMEMBER TO SEND A LINK WITH YOUR ARTWORK – AT LEAST HALF OF ALL BANNERS ARE SUBMITTED WITHOUT ONE AND IT IS, BY FAR, OUR MOST COMMON REASON FOR DELAY...



ONLINE ADVERTISING SPECIFICATIONS:

WEBSITE BANNERS AND BUTTONS:

Banner Description	Dimensions (width x height)	Maximum file size	Acceptable file types & technical notes <i>(Please note Flash-based adverts are no longer supported anywhere)</i>
Large Leaderboard *	1,260 pixels x 191 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag <i>(see sizing note below)</i>
Billboard *	970 pixels x 250 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag <i>(see sizing note below)</i>
MPU (Mid Page Unit)	300 pixels x 250 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag
Button	150 x 150 pixels	200Kb	JPG, PNG, GIF
Mobile	320 pixels x 90 pixels	200Kb	JPG, PNG, GIF, HTML5**, Third-party tag

Site Takeover A site takeover is a combination position that includes a **Billboard**, **MPU** and **TWO side panels** that will follow the viewers progress up and down the page. As a result, we need to get hold of the following sizes of artwork:
 1 x **Billboard**: 970 pixel wide x 250 pixel tall + an additional 320 pixel wide x 90 pixel tall mobile version
 1 x **MPU**: 300 pixel wide x 250 pixel tall
 2 x **Side panels**: 240 pixel wide x 580 pixel tall (left-hand side) + 240 pixel wide x 580 pixel tall (right-hand side)

PLEASE NOTE:

* **Large Leaderboard & Billboard banner positions** need to be supplied together with additional banners in order to work. When supplying artwork for the **Large Leaderboard** we need **THREE banners** – made at **1,260 x 191 pixels**, **970 x 250 pixels** and **320 x 90 pixels**. When supplying artwork for the **Billboard** we need **TWO banners** banners – made at **970 x 250 pixels** and **320 x 90 pixels**.

** **HTML5** can be supplied as third-party tag, DoubleClick Studio creative, DCM tag or as self-contained HTML5 in a single-code snippet. Where artwork is run as HTML, we would request that you respect our audience experience and refrain from using pop ups, pop unders, ad pushdown or any above page, floating or between layer windows. Audio and video can be used in banner as a third-party tag streaming from your video provider with stop, pause, play and audio control buttons required. HTML banners should not exceed 15 file requests during initial file load and host-initiated subload and all files for the banner (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits.

NEWSLETTER BANNERS AND BUTTONS:

Banner Description	Dimensions (width x height)	Maximum file size	Acceptable file types
Main Body Banner	632 pixels x 90 pixels	200Kb	JPG, PNG, GIF
Button	150 x 150 pixels	200Kb	JPG, PNG, GIF

PLEASE NOTE:

It is not possible to run or embed assets that require server-side technologies within an email newsletter; we only support static files in JPG and PNG format and animations in GIF format. Furthermore, please be aware that certain email clients deliberately stop GIF animations for security reasons (eg, some versions of Microsoft Outlook) and only show a static image (for more explanation: <https://support.microsoft.com/en-us/office/the-animated-graphic-in-my-e-mail-message-doesn-t-work-a5e8a2a3-9d86-4203-8920-c88cb8739e34>) as a result we would recommend keeping all of the most important information in the first frame of your animation.

ARTWORK DELIVERY:

Please submit your completed artwork to: **isabel.distin@unionpress.co.uk** for initial checking and pre-approval. On completion we will return a summary acknowledgement of receipt and suitability for use. However, if problems are found in the supplied files we will contact the sending party to make them aware of the issue and may suggest amendments. We will always do our best to ensure that artwork will work across all browsers and platforms, but cannot make any guarantees in material supplied to us.