

ALERT SPECIFICATIONS

Thank you for advertising with us! As we are committed to making your campaign a success and a valuable experience, we would like to advise you of our specifications, and request that you adhere to the following requirements. This will ensure your artwork is compatible with our systems and will help expedite the production process.

Our alerts offer four ad positions with two ad formats: Banner (Image) adverts and Native (text and logo) adverts.

CREATIVE DEADLINE:

Please submit your ad copy 6 business days prior to campaign start date.

ADVERT SPECIFICATIONS

» Native (text and logo) Adverts

- 1 x logo must be provided to fit within the dimensions of 150x100px, supplied on a white/transparent background.
- Logo file formats accepted: JPEG/PNG/GIF
- Headline text to fit 440px width, approximately 50-60 characters including spaces. Arial Regular 16px font used.
- Body text to fit within 4 lines, 440px width, and 60px in height. It comes to approximately 350 characters including spaces. Arial Regular 13px font used.
- No rich media or animation can be used.
- A live click-through URL to a relevant landing page. No hyperlinks within text.
- Additional formatting of text is not available- i.e. changes to font colours, size, lists with bullet points.
- Please review ad in the preview panel before submitting.

**YOUR LOGO
HERE**
150 x 100

Headline: Text to fit 440px width (approx 50 - 60 chars)

Body text summary: text limits to fit within 4 lines, 440px width, and 60px in height (approximately 350 characters).

Provide one live URL. There is no hyperlinking within the text.

Please review ad in the preview panel before submitting.

Banner (image) Adverts

- 600x100 pixels image file JPEG or GIF, max 150KB.
- A live click-through URL to a relevant landing page.
- Images must have a one-pixel border; the inclusion of the border must not exceed the image ad dimension restrictions.
- No rich media or animation can be used.