

ONLINE ADVERTISING TECHNICAL SPECIFICATIONS

SUPPLYING ARTWORK AND URLS:

- Please use the chart on the left to see artwork size and type.
- If your file exceeds the maximum size, we will send the file back for resizing.

*WEBSITE BACKGROUND BANNER

- A central section of 1000 x 1050 should be left blank. In order to accommodate most users' screen resolutions, advertising messages and branding elements should be positioned close to the web page borders, see example.

URL

- Please provide one web address (URL link) for each banner.

TRACKING TECHNIQUES

- If you would like to track your campaign, you can set up your own tracking url via Google Analytics, below are links to guide you through the process.
- Getting started: [Click here](#)
- Google Analytics' URL Builder tool: [Click here](#)

SUBMISSION LEAD TIME:

- A minimum of 5 business days before the start of the campaign (Agile Media reserves the right to refuse certain creative material)

| Website – Animated | | | | |
|--|----------|-----------|--------------|--------------|
| Banner Size | Width px | Height px | File Size kb | File Type |
| Super Leaderboard | 970 | 90 | 40 | .Gif or .Jpg |
| Leaderboard | 728 | 90 | 40 | .Gif or .Jpg |
| Mid Page Unit (MPU) | 300 | 250 | 40 | .Gif or .Jpg |
| Half Page | 300 | 600 | 40 | .Gif or .Jpg |
| Expandable website banner – Animated | | | | |
| Banner Size | Width px | Height px | File Size kb | |
| Super Leaderboard Folded | 970 | 90 | 40 | .Gif or .Jpg |
| Super Leaderboard Expanded Size | 970 | 200 | 40 | .Gif or .Jpg |
| Mobile website banner – Non animated | | | | |
| Banner Size | Width px | Height px | File Size kb | |
| Leaderboard | 300 | 50 | 40 | .Gif or .Jpg |
| Website background banner – non animated | | | | |
| Banner Size | Width px | Height px | File Size kb | |
| Background * | 1600 | 1050 | 80 | .Gif or .Jpg |
| Newsletter banner – Non animated | | | | |
| Banner Size | Width px | Height px | File Size kb | |
| Skyscraper | 160 | 600 | 15 | .Gif or .Jpg |
| Leaderboard | 728 | 90 | 15 | .Gif or .Jpg |