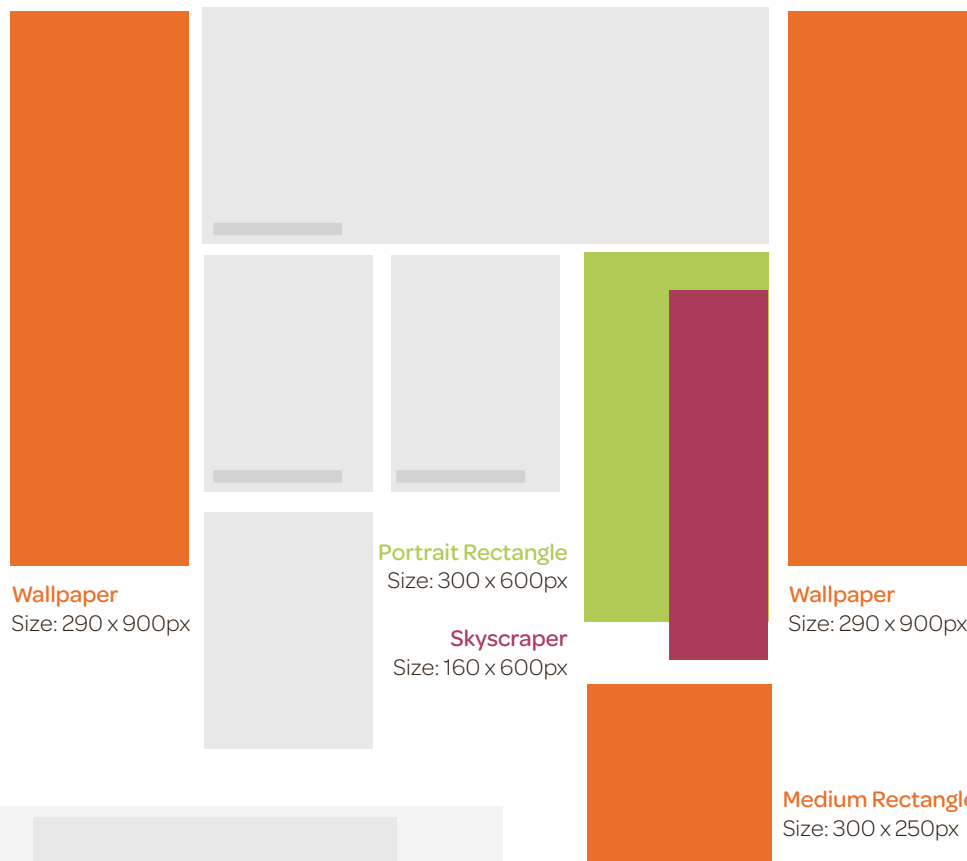
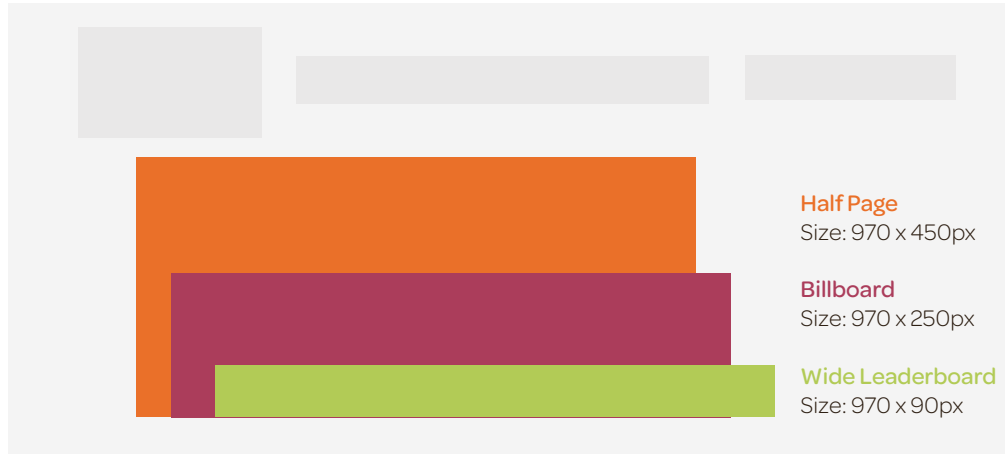


# Online Advertising Guidelines

If you have booked any of the below adverts detailed on page 1 of this PDF you should also provide ad copy for Smartphones as detailed below. This will ensure that your marketing message is seen by the growing number of users consuming our content from their mobile devices.



## Online advert copy

Advert copy should be provided in the following formats:  
Jpeg or Gif (banners)



**Smartphone**  
Size: 300 x 50px

## Online artwork specifications

- Max file size 150KB
- Resolution: 72dpi
- Colour mode: RGB
- Ad tags & HTML 5 also accepted
- Please also provide the mobile device ad size detailed above in addition to your booked advert

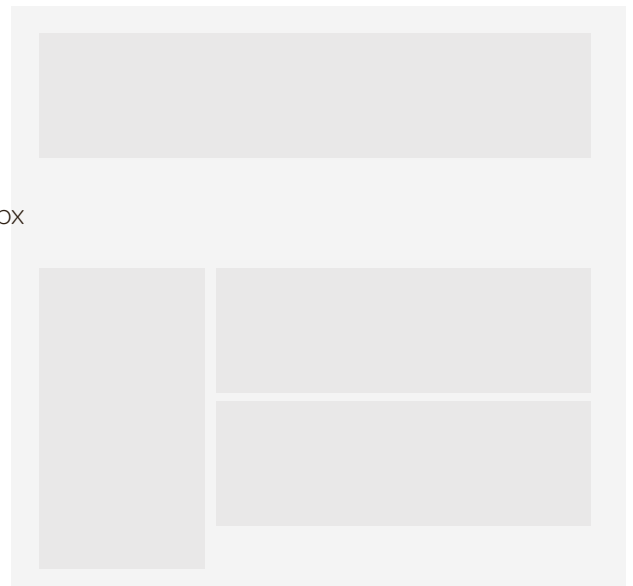


**In-house design service**  
If you choose to use our in-house design service then we need all editorial copy, images as static gifs or jpegs and clear instruction of what content to hyperlink and to which url.

## E-newsletter banner adverts

We can only accept static gifs or jpegs.  
660x82px. Max file size 100KB

660x82px



## Advertorials

Please supply editorial copy, at least one image, company logo and the exact contact details you wish to be published i.e. company name, address, tel, fax, web addresses and email address. We also need details of what hyperlinks you wish to include in the useful links section of your featured article and hyperlink titles.

## Solus e-shot

### Things you should consider before building and submitting your HTML email

- Include multiple links throughout the whole of your campaign i.e. linking text, headlines, relevant key words and images. This offers recipients multiple touchpoints throughout and presents increased opportunities for engagement by the recipient which in turn increases your ROI. Remember to keep your primary C2A above the fold in order to achieve maximum engagement.
- Offering email addresses in a campaign can cause emails to be caught in SPAM filters and thus should never be included in the body of the message as a written email address, it is better to link the word 'email' to the intended email address to avoid the SPAM filters. Research shows that users are less inclined to click on a link that reads as an email address. You may also be able to increase your response rate by offering a link to a data capture form on your own website as users can prefer to engage in this way.
- Using adjectives such as 'FREE' in block capitals on your subject line is likely to get your campaign delivered straight to junk-mail folders.
- HTML templates must be marked up according to DotMailer EasyEditor Mark-up guidelines in order to ensure your campaign is compatible with our mailer. If you are unable to mark-up your template entirely then the header and footer must contain the 'ee\_editable' class in order for

us to implement a 'view in browser' button in the header as well as adding our footer and unsubscribe link which is a legal requirement. In this scenario, please note that we will be unable to make any amendments to the design, layout or other functionality of the email and any required amendments must be made by the client and re-supplied to us.

- Balance your campaign with text and images. Too much text and the reader will lose interest. Too little text and too many images may result in the reader being confused as to what the email is about.
- HTML Templates should be no wider than 700px
- A plain text copy of your HTML template is crucial to reaching readers who do not use HTML email clients.
- Images are static gif or jpeg only and flash cannot be used.
- If you have not submitted your creative by close of play on the date specified on your order form then we cannot guarantee your solus will be delivered on the date you booked.
- No communication should be made or sent pertaining to the recipients personal life, personal requirements, finances, preferences or interests.

**Please note your copy deadline is one week prior to go live date.**