

Independent Leader

Digital Specifications

If you have any questions regarding the supply of artwork, please contact: production@intelligentmedia.co.uk or call 0203 794 8555 and we'll be happy to help.

Website Buttons

- Please supply website advertising as a web ready GIF, animated GIF, JPG or SWF.
- All documents must be RGB and the file size should not exceed 80kb.

Prime Positions



FAT SKYSCRAPER:
240px wide x
400px high



HIGHLIGHT BOX:
588px wide x
283px high



HOME BOX MPU:
300px wide x
250px high



LEADERBOARD:
728px wide x
90px high

Other



THIN SKYSCRAPER:
120px wide x
400px high



DOUBLE BUTTON VERTICAL:
120px wide x
240px high



DOUBLE BUTTON HORIZONTAL:
240px wide x
120px high



SINGLE BUTTON:
120px wide x
120px high


Tweet




- Please provide up to 140 characters

IL Weekly Email Advertising

- Please supply email advertising as a web ready GIF or JPG.
- Animated Gifs may not display correctly in some email clients.
- All documents must be RGB and the file size should not exceed 80kb.

 **LEAD BANNER:**
600px wide x 100px high

 **MID BANNER:**
400px wide x 220px high



 **EE WEEKLY SPONSORSHIP:**
50 Words + Headline
Link to web page

Sponsored Blog or News Story

- Please supply 250 - 500 words, links accepted
- 1 image - should ideally be 588px x 283px

Sponsored Article, Feature or Case Study

- Please supply 500 -1000 words, links accepted
- 1-3 images - should ideally be 588px x 283px

Solus/Bespoke E-Shot

- Please provide a HTML file, deigned at 600px wide
- Images must be provided as absolute links
- We advise against the use of CSS as it is incompatible with some email clients
- We also advise against background images for the same reason
- All styles should be in line

Useful links for solus email design

www.visuallizard.com/blog/2011/01/25/email-standards

www.1stwebdesigner.com/tutorials/ultimate-guide-html-emails/