

Technical Specifications for Web Banners

Leaderboard

Dimensions: 728 x 90px

Top Right Leaderboard

Dimensions: 225 x 90px

MPU

Dimensions: 300 x 250px

Skyscraper

Dimensions: 120 x 600px

Email leaderboard (static banner)

Dimensions: 728 x 90px

File formats:

Gif- 15k max size

Flash- 30k max size

Please supply all copy at least 10 working days prior to running of your banner campaigns.

Please send copy to Jayde Phillips on jphillips@paminsight.com