

Research information

DIGITAL SPECIFICATION WEBSITE BANNERS

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LEADERBOARD

Desktop
728px wide x 90px high

Mobile
300px wide x 100px high

Plus
URL click-through link



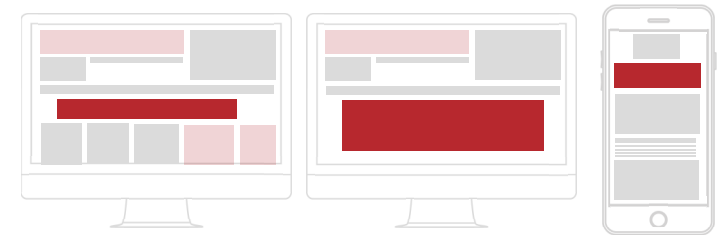
DROPDOWN

Desktop - expanded
960px wide x 400px high

Desktop - contracted
960px wide x 60px high

Mobile
300px wide x 100px high

Plus
URL click-through link



SKYSCRAPER

Desktop
120px wide x 600px high

Mobile
300px wide x 100px high

Plus
URL click-through link



BOX

Desktop
300px wide x 250px high

Mobile
300px wide x 100px high

Plus
URL click-through link



TOP

Desktop
468px wide x 60px high

Mobile
300px wide x 100px high

Plus
URL click-through link



MEDIA & BUTTON

Desktop
120px wide x 120px high

Mobile
120px wide x 120px high

Plus
URL click-through link



Mobile banners are on rotation

Please supply both desktop and mobile version

File type

- .jpeg
 - .png
 - .gif
 - Google DFP tag
 - html 5
- Flash files are not accepted.

Deadline date

A complete list of deadline dates can be found on page 11 of these specifications. Please make a note of these when planning your submissions.

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