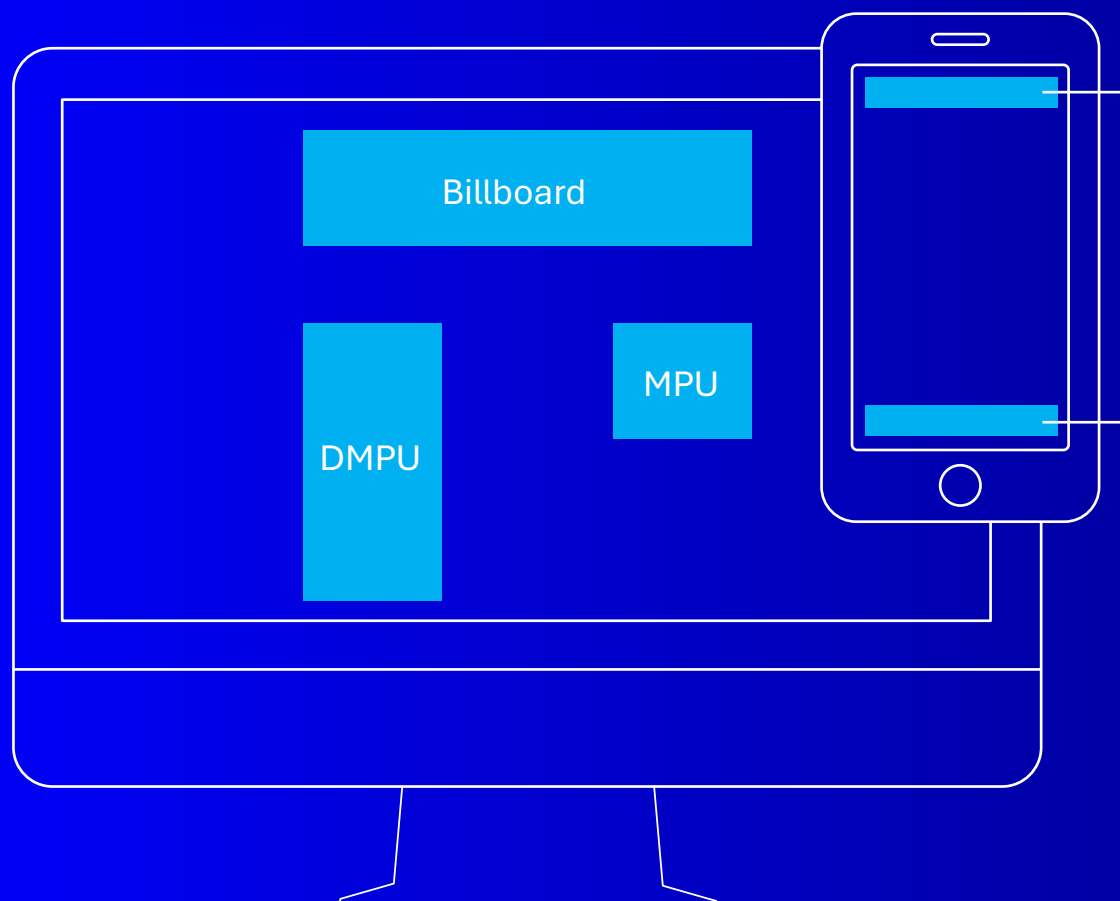




Digital Display

Digital display technical specification

Targeted and responsive digital display advertising campaigns on our product portfolio websites.



Size

We offer the following sizes to run across our News websites and mobile platforms.

MPU.....300px (w) x 250px (h)

DMPU..... 300px (w) x 600px (h)

Billboard..... 970px (w) x 250px (h)

Mobile Leaderboard..... 320px (w) x 50px (h)*

Mobile Leaderboard..... 320px (w) x 100px (h)**

Mobile Leaderboard..... 320px (w) x 50px (h)**

Format

Files should be RGB format, supplied as animated GIF, static PNG/JPEG or rich-media HTML5 (with embedded click-thru). Files sizes of under 750kb.

We cannot serve ads with file weights in excess of 1Mb.

*320x50px mobile leaderboard is available on all our News sites and appears at the top of the site. **Bunkered offers two mobile leaderboard sizes which both appear at the bottom.

Contact

For web trafficking and operations please contact Digital Ad Ops.

E: digitalads@dcthomson.co.uk

For creative, production and technical queries please contact Richard Murray.

E: richard.murray@dcthomson.co.uk or call 07468 410645

For digital sales queries please contact Jen Harvey.

E: jharvey@dcthomson.co.uk or call 07511 372262