



## DIGITAL TECHNICAL SPECIFICATIONS 2025

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## BILLBOARD

Standard: 970x250px

## MPU

Standard: 300x250px | Double: 300x600px

## FILE SIZES

750kb or less | .JPEG or .GIF formats

## NEWSLETTER BANNERS

Header & Footer: 500x100px

## HOMEPAGE TAKEOVER

- Must be supplied as a single graphic - RGB format and saved as a JPEG.
- Total scale of artwork should account for screen sizes of up to 1920px (w) x 1080px (h).
- File size should be less than 1Mb in total.
- Artwork should contain a central blank panel 1266px (w) - and filled white.
- Any sales message must fit within the safe-zone of 130px either side of news-page. Artwork that does not comply will be rejected. For clarity - the artwork 1920px (w) x 1080px (h) should be designed and supplied as a single creative asset.
- Maximum recommended depth for sales message is 760px

*Please note: Homepage takeovers are only available to run for 7 days per campaign.  
Site skins are not viewable on tablet or mobile devices.*

*For advertising queries please contact Digital Ad Ops.  
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*For any further technical or creative queries please contact Richard Murray.  
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