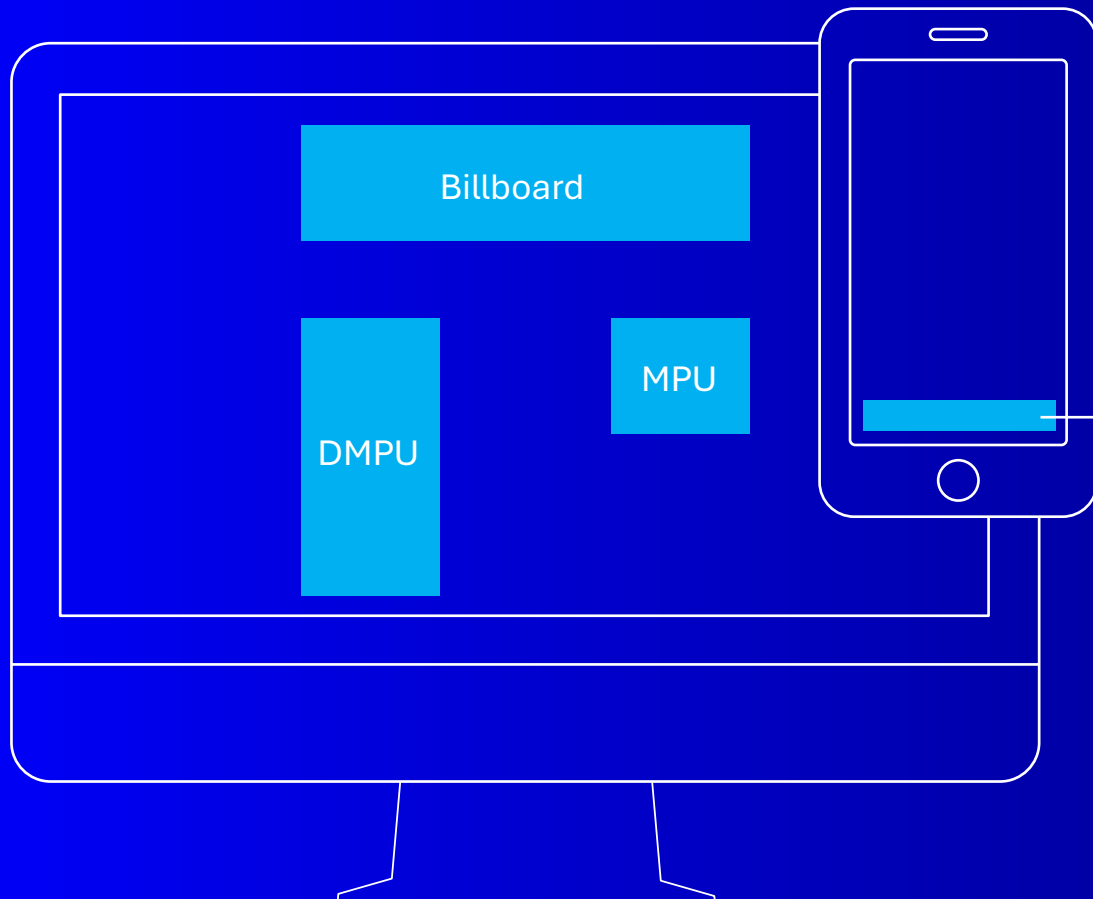




# Digital Display

# Digital display technical specification

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



## Size

We offer five sizes to run across our websites/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 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.

\*Mobile leaderboards available on Bunkered only.

# Contact

For web trafficking and operations please contact Digital Ad Ops.

**E: [digitalads@dcthomson.co.uk](mailto:digitalads@dcthomson.co.uk)**

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

**E: [richard.murray@dcthomson.co.uk](mailto:richard.murray@dcthomson.co.uk) or call 07468 410645**

For digital sales queries please contact Jen Harvey.

**E: [jharvey@dcthomson.co.uk](mailto:jharvey@dcthomson.co.uk) or call 07511 372262**