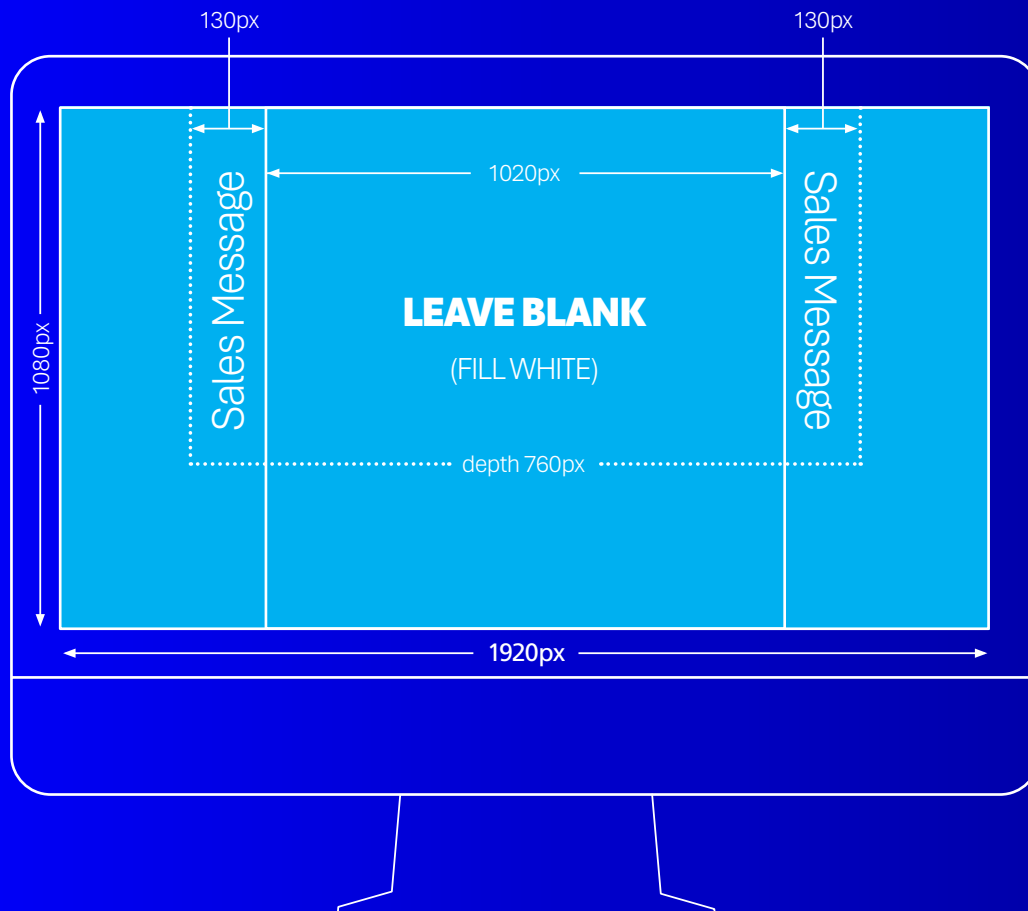DC THOMSON

Homepage Takeovers

Homepage takeover ad specs & requirements (News)

Deliver a high impact experience by showcasing your brand message on one of our News site homepages or content pages.

130px   130px

1020px

Sales Message   **LEAVE BLANK** (FILL WHITE)   Sales Message

1080px

depth 760px

1920px

Size*

Homepage takeovers and audience takeovers have to deliver across all screen sizes, as such we request you work to dimensions of 1920px (w) x 1080px (h).

Format

Files should be RGB format, and exported as a JPEG with file size not exceeding 1Mb.

Safe Zone

Your call to action sales message should be contained within the 130px safe-zone width either side of the news page to a maximum depth of 760px.

*Site skins are not viewable on tablet or mobile devices.

Homepage takeover ad specs & requirements (News)
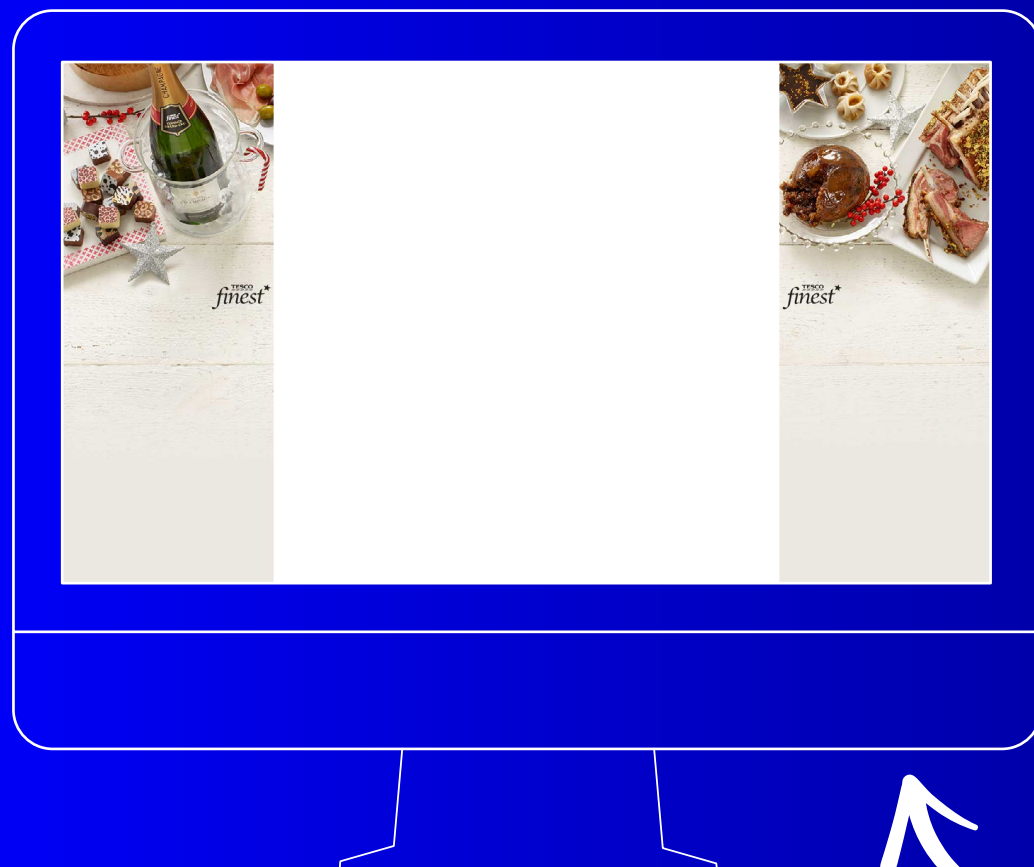
⚠️

130px

Design

Your background design can be full width and height, however your call-to-action sales message and brand logo must remain within the 130px safe zone either side of the news page so it will remain visable across all screen sizes.

Checklist (news)

Go through this final checklist to ensure your campaign is compliant before supplying.

☐ Supporting Assets

MPU	300px (w) x 250px (h)
DMPU	300px (w) x 600px (h)
Billboard	970px (w) x 250px (h)

⚠️ Artwork can be supplied as static JPEG, animated GIF or rich-media HTML. Individual file sizes should not exceed 750kb.
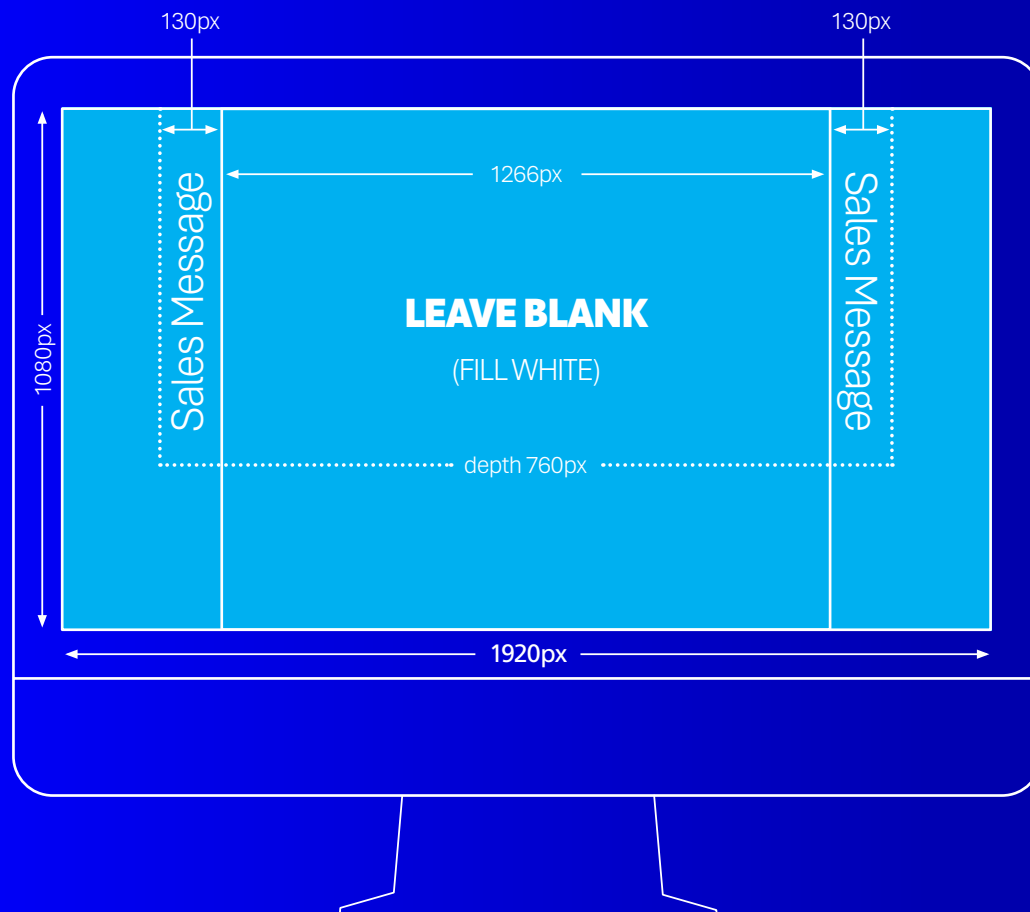
☐ Homepage Takeover

Site skin	1920px (w) x 1080px (h)

⚠️ Artwork should be be supplied as a static JPEG, with the central news panel of 1020px wide filled white. File size should not exceed 1Mb.

ENERGY VOICE

DC THOMSON

Energy Voice homepage takeover ad specs & requirements

Deliver a high impact experience by showcasing your brand message on our homepage or content pages.

130px · 130px

1266px

Sales Message

Sales Message

LEAVE BLANK

(FILL WHITE)

1080px

depth 760px

1920px

Size*
Homepage takeovers and audience takeovers have to deliver across all screen sizes, as such we request you work to dimensions of 1920px (w) x 1080px (h).

Format
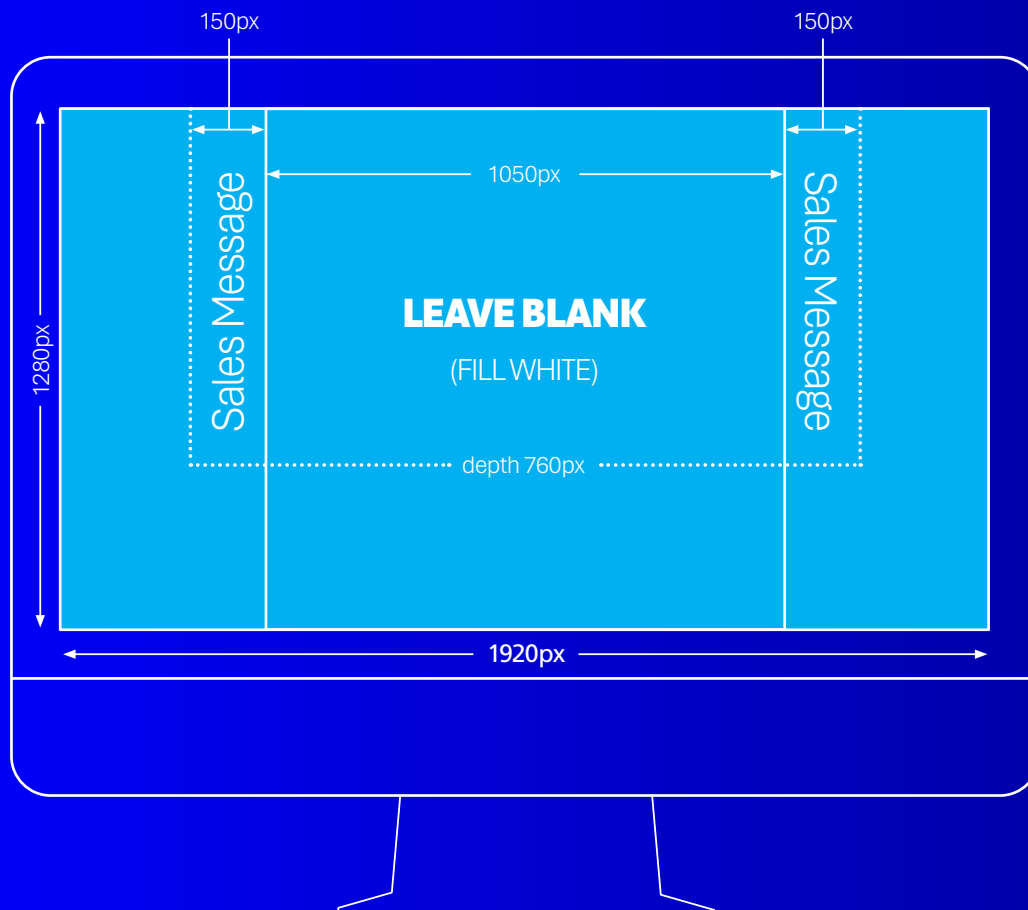Files should be RGB format, and exported as a JPEG with file size not exceeding 1Mb.

Safe Zone
Your call to action sales message should be contained within the 130px safe-zone width either side of the news page to a maximum depth of 760px.

*Site skins are not viewable on tablet or mobile devices.

Bunkered homepage takeover ad specs & requirements

Deliver a high impact experience by showcasing your brand message on our homepage or content pages.

150px   150px

1050px

Sales Message   Sales Message

1280px

LEAVE BLANK
(FILL WHITE)

depth 760px

1920px

Size*

Homepage takeovers and audience takeovers have to deliver across all screen sizes, as such we request you work to dimensions of 1920px (w) x 1280px (h).

Format

Files should be RGB format, and exported as a JPEG with file size not exceeding 1Mb.

Safe Zone

Your call to action sales message should be contained within the 150px safe-zone width either side of the news page to a maximum depth of 760px.

*Site skins are not viewable on tablet or mobile devices.

Digital Newsletters

Ad positions* are available on our News and Energy Voice newsletters. Artwork should be 72dpi, RGB format.

☐ **Newsletter Banner - news**

600px (w) x 100px (h)

....

☐ **Newsletter Banner - Enery Voice**

500px (w) x 100px (h)

⚠️ Artwork should be be supplied as a static JPEG/PNG.

*Top and bottom positions.

Contact

DC THOMSON

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.
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For digital sales queries please contact Jen Harvey.
E: jharvey@dcthomson.co.uk or call 07511 372262