

Website background banner – non animated

Format:

Size: (pixels width x height) **1600 x 1050** (a central section of **1000 x 1050** should be left blank – see page 2)

Maximum Weight: 80 KB
File Type: Image (.GIF or .JPG)

Visual examples are available on page 2.

URL:

Please provide a web address (URL link) for us to place on our ad server.

Additional Details and Recommendations: (please refer to page 2)

- left and right sections at 132px X 675px each for 1280 x 768 screen resolutions
- left and right sections at 132px X 900px each for 1280 x 1024 screen resolutions
- left and right sections at 292px X 1050px each for 1600 x 1200 screen resolution

In order to accommodate most users' screen resolutions, advertising messages and branding elements should be positioned close to the Agile Media page borders (the orange sections in the diagram on page 2).

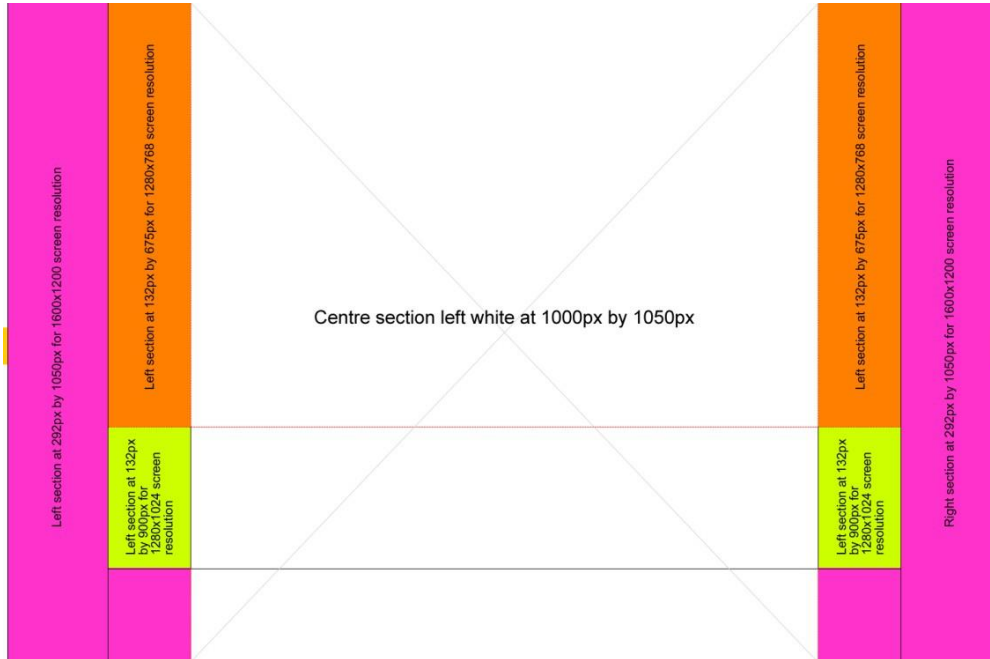
If text or designs fall outside of this designated section, they will not be visible to most users. Any fading to a background colour should be included within the image.

If your file exceeds the maximum weight, we will send the file back for resizing.

Submission Lead Time:

A minimum of **5 business days** before the start of the campaign (Agile Media reserves the right to refuse certain creative material)

Important information (logo, sentences, calls to action, etc.) must be placed into the orange section so they are visible on small screens.



Visual Example: pink and yellow sections are not visible on small screens!



Please send material to your Harpers representative email address firstname.surname@agilemedia.co.uk

For any queries call 01293 590054