

Thank you for advertising with us! As we are committed to making your campaign a success and a valuable experience, we would like to advise you of our specifications, and request that you adhere to the following requirements. This will ensure your artwork is compatible with our systems and will help expedite the production process.

CREATIVE DEADLINE: Please submit your ad copy 6 business days prior to campaign start date.

ADVERT SPECIFICATIONS

» Nature Alert

Nature alerts offer four ad positions with two ad formats: Banner (Image) ads and Native (text and logo) ads: (not available in H1 slot). Specs for these formats can be found below:

Native (text and logo) ads:

- 1x logo must be provided to fit within the dimensions of 150x100 supplied on a white/transparent background
- Logo file formats accepted: JPEG/GIF
- Text = 1 line of headline text 60 characters' maximum limit including spaces per line (Ariel Regular 16px). 4 lines of body copy 350-character limit including space (Ariel Regular 13px).
- No rich media or animation can be used
- One live URL to be provided
- Logo will be on the left
- No hyperlinks within the text
- Additional formatting of text is not available. I.E. changes to font colours, size, lists with bullet points

Banner ads:

- 600x100 image file JPEG or GIF, max 50KB
- A live click-through URL to a relevant landing page
- Images must have a one-pixel border; the inclusion of the border must not exceed the image ad dimension restrictions.
- No rich media or animation can be used