coast

Digital Advertising Specifications
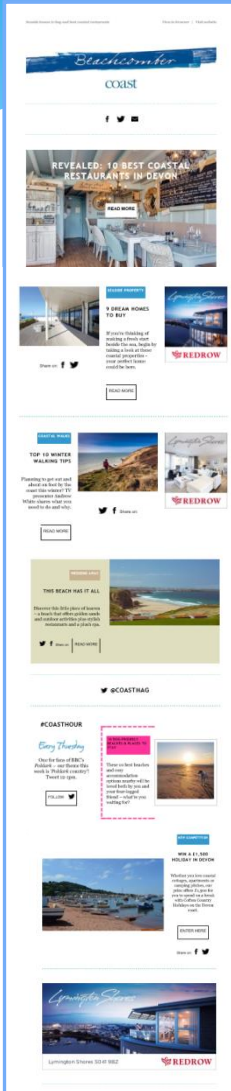
MPU

Baseline banner

E-Newsletter	Size (pixels)	Format	Animation
MPU	230 (H) x 180 (W)	jpeg or giff	Up to 3 images to be animated on rotation
Baseline Banner	300 (H) x 600 (W)	jpeg or giff	Up to 3 images to be animated on rotation

Copy to be emailed through to catherine.fulcher@kelsey.co.uk by 4.30pm on the Tuesday before the newsletter goes live the following Saturday.

Website	Size (pixels)	Format	Animation
Single Tile	250 (H) x 300 (W)	jpeg or giff	Up to 3 images to be animated on rotation
Double Tile	600 (H) x 300 (W)	jpeg or giff	Up to 3 images to be animated on rotation

Copy to be emailed through to catherine.fulcher@kelsey.co.uk at least 2 working days prior to advert going live on the website. For animations please supply the images collectively in one file.

Bespoke partnership email	Subject Line	Text to image ratio	Spam words	Size information
10 working days are required for implementation and testing.	Max 50 characters	Approx. 60/30 image ratio is desirable. A higher image to text ratio that this greatly increases the risks of the email being diverted by spam filters.	Avoid spam trigger words such as: "**free, win, !?£**" anywhere in the subject line. "**GUARENTEE, CALL, FREE** in caps within the body copy. Using the word **"free"** in certain phrases such as free offer, free access, free preview. Fonts sizes that exceed 2 points. A background in an HTML email that isn't white.	Width – max of 600 pixels. Please take into account tablet and smartphone dimensions (420px x 280px respectively) Height is just down to common sense in terms of the length the reader is likely read.

Copy to be sent through to catherine.fulcher@kelsey.co.uk. The distribution date for the bespoke partnership emails can be any day except Saturdays as this conflicts with Coast E-newsletter being sent out.

Always include a descriptive "alt text" tag in the HTML code for all images. Some email clients will automatically switch off images, in such instances only the alt text will be displayed. With these alt tags the user will know what the images represent.

Each email will have a footer explaining why we have their email address, why they are receiving the email and how they can unsubscribe if desired.

Please ensure the creative has been tested to ensure it will display correctly in the most common web based email programmes, desktop and mobile versions. We will run our own tests prior, but it is the responsibility of the supplier to make sure the creative is ready to send. We cannot take responsibility for delays caused by dysfunctional creative.

Please supply a list of email addresses to approve the test of the emails.