

## DIGITAL ADVERTISING

## CREATIVE SPECIFICATIONS

### NEWSLETTERS

#### MONTHLY BESPOKE E-NEWSLETTERS

PLEASE SUPPLY:

- *Branding*
- *Up to 8 images*
- *Up to 250 words copy*
- *Links*

#### MONTHLY INCLUSION E-NEWSLETTERS

- 1) **General Advert** - there are max six of these ads in the e-newsletter.

PLEASE SUPPLY:

- *Up to 30 words of copy*
- *A link to your website or book tickets page*
- *Portrait image (will need to be resized to 129 x 164 pixels)*

- 2) **Footer Advert** - there is one footer ad in the newsletter

PLEASE SUPPLY:

- *Up to 50 words of copy*
- *A link to your website or book tickets page*
- *1 landscape image – At least 600 pixels wide (will need resizing)*

## DIGITAL ADVERTISING

## CREATIVE SPECIFICATIONS

**WEBSITE BANNERS - LIVE ON EITHER  
[VISITCHESTER.COM](http://VISITCHESTER.COM) OR [DISCOVERCHESHIRE.COM](http://DISCOVERCHESHIRE.COM)  
FOR 1 MONTH AT A TIME**

### STANDARD BANNER ADS

For both homepage and inside page (Accommodation, Things to Do, What's On, Eating Out) banner ads

PLEASE SUPPLY:

- *Either completed artwork 300 x 250 pixels (can be an animated gif or static image) or content for us to put something together*
- *Link for the banner to click through to*

### SECOND CAROUSEL ADS

PLEASE SUPPLY:

- *Completed artwork at 909 x 411 pixels*
- *Link for the banner to click through to*

### HERO IMAGES

PLEASE SUPPLY:

- *Completed artwork at 1279 x 512 pixels*
- *Link for the banner to click through to*

## BUSINESS TOURISM

## CREATIVE SPECIFICATIONS

### MONTHLY BESPOKE E-NEWSLETTERS

**PLEASE SUPPLY:**

- *Branding*
- *Up to 6 images*
- *Up to 250 words copy*
- *Links*

Please supply two weeks before the email is sent out to give time for design, and turnaround time for sign off.

### WEBSITE BANNERS – LIVE ON THE SITE FOR 1 MONTH AT A TIME

**PLEASE SUPPLY:**

- *Either completed artwork 285 x 104 pixels (can be an animated gif or static image) or content for us to put something together*
- *Link for the banner to click through to.*

Please supply two weeks prior to the 1st of the month in which your banner will run.