

# Online advert specifications

## Email bulletins-ad sizes

General Feature	Dimensions (pixels)	Maximum file size
Banners	468x60	22k
Buttons	120x90	15k

## Site Advertising-ad sizes

General Feature	Dimensions (pixels)	Maximum file size
Banners	468x60	15k
Buttons	120x90	15k
Skyscrapers	120x600	20k
Leader Board	728x90	20k
MPU	300x250	20k

## File Format

Rich media and non-rich media adverts need to adhere to the specifications above. Creative can be supplied in gif or swf (flash) formats..

Only non-rich media creative (i.e. gif) is sent out on Bulletins.

## Non-Rich Media: .gif

In addition to the copy please supply the click-through link.

## Rich Media: .swf (flash)

When supplying rich media adverts you must also supply an alternative gif.

Embedded in the swf (flash), must be the following action script (set as an expression on the button), not the click through URL (please supply this separately). This ensures that the click-through opens in a new window and we can track clicks:

```
on (release) { getURL (clickTAG, “_blank”);  
}
```

Please also supply us with the link that you want click-through to be directed to.

## Copy Deadlines

The copy deadline is **48 hours** before the campaign is due to start.

Any changes to copy/click-through must be made **24 hours** before delivery.

Advertisements can be supplied in gif or swf (flash) formats. (swf adverts must also supply an alternative gif and adhere to the above guidelines).

Unfortunately we do not support I-frames

## packagingnews.co.uk

**Our online presence, packagingnews.co.uk, is the UK's busiest website for the packaging industry.**

### Trusted daily news

We publish an average of eight new articles on the site every day, covering every aspect of the packaging supply chain.

Every article is written by one of our expert editorial team; we *never* simply post a press release.

### In the industry's inbox

A range of daily, weekly and monthly email news bulletins deliver news, in-depth features and comment directly to the industry's inboxes.

**Daily bulletin** Sent at 1pm every working day, covering all aspects of the sector

**Equipment bulletin** Sent at 9am every Monday morning, covering installations, supplier news and launches

**Environment bulletin** Sent at 9am every Thursday morning, covering all aspects of the relationship between packaging and the environment

**Design bulletin** Sent at 9am on the last Wednesday of every month, covering all the latest new packs

**Bespoke bulletins** We also send show preview bulletins in the run-up to the industry's biggest events