Artwork Specs - betterRetailing.com

Artwork format

Artwork can be static or animated,
and must be supplied as follows:

Static PNG/JPEG
RGB
72 PPI images
Less than 1mb

Animated GIF
RGB
72 PPI images
Less than 1mb
No frame limit, but must loop back to beginning

Artwork on a white background should have a 1px
border of a contrasting colour (e.g. black, grey)

Artwork submission

Files should be labelled in the following format:
Brand name followed by slot name and the issue date
e.g. Google-MPU-12Nov

**Artwork is required 11 days
prior to publication for testing**

For any technical questions, email
digital@newtrade.co.uk

All artwork should be sent by email, or using
WeTransfer, to:
**adproduction@newtrade.co.uk
and productioncoordinator@newtrade.co.uk**

Specifications (width x height)

Standard leaderboard
Leaderboard: 400 x 90
Leader Companion: 728 x 90
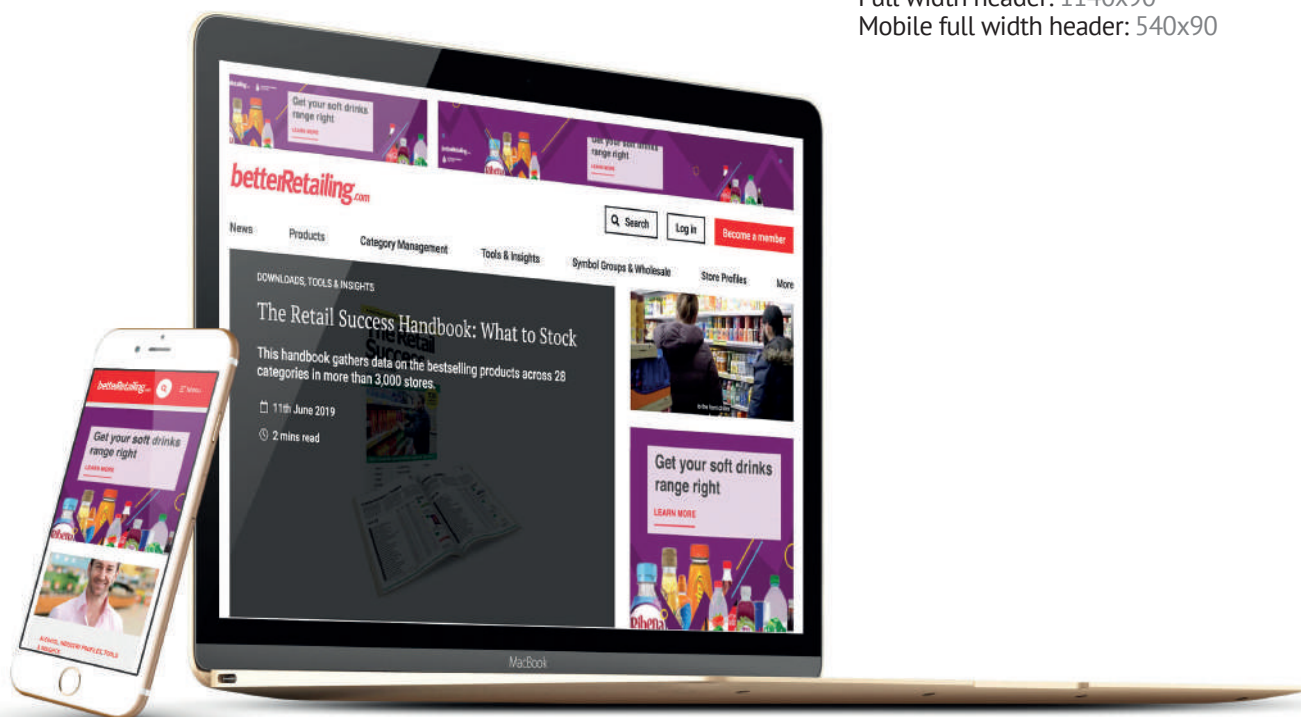Mobile Leaderboard Companion: 288x78
Mobile Leaderboard: 608x78

MPU
300x250

Newsletter
1x Top banner: 600x100
1x Bottom banner: 600x100

Homepage takeover (HPTO)
Leaderboard Companion: 400 x 90
Leader: 728 x 90
MPU: 300 x 250
Mobile MPU: 540x300
Mobile Leaderboard Companion: 288x78
Mobile Leaderboard: 608x78
Full width header: 1140x90
Mobile full width header: 540x90

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