

Personnel Today - Standard Specs



Type Category	Dimensions	Max File Size	File Type	Copy Deadline
Leaderboard	728 x 90	50kb	static/animated image (GIF or JPEG) or third party tags or HTML 5	5 Working Days
Super Leaderboard	970 x 90	50kb	static/animated image (GIF or JPEG) or third party tags or HTML 5	5 Working Days
Standard Mobile Leaderboard	320 x 50	50kb	static/animated image (GIF or JPEG) or third party tags or HTML 5	5 Working Days
Billboard	970 x 250	50kb	static/animated image (GIF or JPEG) or third party tags or HTML 5	5 Working Days
MPU (Medium Rectangle)	300 x 250	50kb	static/animated image (GIF or JPEG) or third party tags or HTML 5	5 Working Days
Double MPU (Half Page)	300 x 600	50kb	static/animated image (GIF or JPEG) or third party tags or HTML 5	5 Working Days
Mobile Specification	320 x 100	50kb	static/animated image (GIF or JPEG) or third party tags or HTML 5	5 Working Days

For HTML 5, HTTP/HTTPS & more in-depth technical requirements please email
Kane.Ciaputa@personneltoday.com

Provide a URL

Please provide a web address for us to place on our ad server. If you would like to track the campaign in your own web analytics tool, please inform us of this.

Occupational Health - Print Display Specifications

Page Size	Bleed (mm)	Trim (mm)	Type (mm)
Double Page Spread	303 Height x 426 Width	297 Height x 420 Width	271 Height x 400 Width
Full Page	303 Height x 216 Width	297 Height x 210 Width	271 Height x 190 Width
Half Page Horizontal	N/A	N/A	128 Height x 184 Width
Half Page Verticle	N/A	N/A	260 Height x 90 Width
Quarter Page Portrait	N/A	N/A	128 Height x 90 Width

PDF Specifications and Contacts

Contact Name: Samantha Keenan
Email: Samantha.keenan@personneltoday.com
Contact number: 020 8652 4634

Fonts: All fonts to be embedded within the PDF
Colours: All colours should be set to a CMYK
Images: Logos, Photos and graphics need a 300 dpi minimum output

E Newsletter Specifications

Advertorial Specifications

- Headline: 8 Words
- Body Text: 50 Words
- Call to Action: 8 Words
- Logo: max size 150px x 150px
- URL: link to website

Please Note

GIF and JPEG images (non animated) are accepted.
Flash and Rich Media files are not accepted.
File size should not exceed 40k.
Phone numbers cannot be included.

E-News Banners

Banners must be the standard internet dimensions
(See Below)

Provide a URL

Please provide a web address for us to place on our ad server.

MPU Dimensions = 300px (Width) x 250px (High)

Banner Dimensions = 468px (Width) x 60px (High)

Notice Period

We need 4 weeks notice to cancel or move a booking.
(Must be done in writing)

Copy

GIF and JPEG (Static - non animated) images are accepted.
Flash and Rich Media files will not display on emails, hence are not accepted.
File size should not exceed 40k.
Phone numbers cannot be included
For video MPU's, videos must be provided in an .mp4 format and last no longer than 30 seconds. Please send a static image version for desktop users as well. These MUST be provided 7 working days in advance of the send date.

Copy Deadline

The copy will be required one week prior to the e-newsletter mailing date. If we do not receive your copy, you will still be charged for the space committed to.
If you require creative assistance, for example: the designing of an advertisement or landing page, your requirements for this will need to be submitted two weeks prior to the e-newsletter mailing date.

E-News Bespoke

This option allows you to take ownership of a whole e-mail including the subject line in order to have maximum impact.

- Max 200 Words
- Image and/or Company logo
- URL to company landing page
- Layout of how you would like your advert to appear
- Or an HTML file, including the elements above

Please note:

GIF, animated GIF and JPEG images are accepted.
Note that animated GIF's do not display correctly in Outlook version 2007 onwards, so please ensure that the first frame carries the main message, if only for a fraction of a second.
Flash and Rich Media files will not display on emails.
File size should not exceed 40k.
Phone numbers are not permitted in any copy.

Copy Deadline

The copy will be required one week prior to the e-newsletter mailing date. If we do not receive your copy, you will still be charged for the space committed to.
If you require creative assistance, for example: the designing of an advertisement or landing page, your requirements for this will need to be submitted two weeks prior to the e-newsletter mailing date.

Notice Period

We require 4 weeks notice in writing to cancel a booking or move it to another date.

Promoted Article

Specifications: 800-1000 words, High Logo 150x150 px, High Res image 635x357 px, Short company bio, URL to link.

For more details and to view an example please visit www.personneltoday.com/promoted/

Disclaimer: DVV will not take responsibility for any grammatical/technical errors that appear in the final material once it has been approved by you. Any changes should be sent to me at least one working day prior to the date of insertion. If we do not receive your approval by the date of publication, the material in the proof document will be used as it is.