



# PERSONNEL TODAY

## Advertising Specifications

Display Advertising					
Creative Unit Name	Dimensions (WxH)	Loop Limit	Animation Time Limit	Max File Size	Supported Creative Types
Leaderboard	728x90	3	30 seconds	100kb	HTML5, GIF/ Animated GIF, JPEG, Third party tags
Super Leaderboard	970x90	3	30 seconds	100kb	HTML5, GIF/ Animated GIF, JPEG, Third party tags
Standard Mobile Leaderboard	320x100	3	30 seconds	100kb	HTML5, GIF/ Animated GIF, JPEG, Third party tags
Billboard	970x250	3	30 seconds	100kb	HTML5, GIF/ Animated GIF, JPEG, Third party tags
MPU	300x250	3	30 seconds	100kb	HTML5, GIF/ Animated GIF, JPEG, Third party tags
Double MPU (Half Page)	300x600	3	30 seconds	100kb	HTML5, GIF/ Animated GIF, JPEG, Third party tags

- Creative Guidelines**
- Please provide a click through URL when sending creative
  - Flash and Rich Media files are not supported
  - Please ensure that any third-party tracking or click-tracking tags are HTTPS compliant
  - Multiple creatives can be accepted for any one campaign
  - We do not accept ads that mimic Personnel Today's editorial content or style

E-newsletters & Promoted Content			
Creative Unit Name	Dimensions (WxH)	Max File Size	Supported Creative Types
E-newsletter Banner	600x155	100KB	JPEG, GIF
E-newsletter MPU	300x250 / 300x600	100KB	JPEG, GIF
E-newsletter Advertorial	<p><b>Please provide:</b></p> <ul style="list-style-type: none"> <li>- Company logo (150x150 pixels)</li> <li>- Headline (8 words maximum)</li> <li>- Text (50-100 words maximum)</li> <li>- Call to Action (8 words maximum)</li> <li>- Website URL</li> </ul>		
Bespoke Email	<p><b>Please supply a HTML file in line with our specifications or the individual elements below.</b></p> <ul style="list-style-type: none"> <li>- Company logo (150x150 pixels)</li> <li>- Subject line &amp; heading (8 words maximum)</li> <li>- Text (200 words maximum)</li> <li>- Call to Action (8 words maximum)</li> <li>- Images you wish to include (600px wide max)</li> <li>- Any layout requirements you may have</li> <li>- Website URL</li> </ul> <p><b>If you are supplying a pre-built HTML please ensure that the main copy does not exceed 600 pixels in width, images are kept to a minimum and the size of the HTML file does not exceed 200KB.</b></p>		
Promoted Articles	<p><b>Please provide:</b></p> <ul style="list-style-type: none"> <li>- Company logo (150x150 pixels)</li> <li>- Headline (8 words maximum)</li> <li>- Header image (1024 x 576 pixels, file size:50kb)</li> <li>- Text (800-1000 words maximum)</li> <li>- Call to Action (8 words maximum)</li> <li>- Any links you wish to include</li> </ul> <p>If you require a form at the end of the article with access to a PDF of your own content, please provide us with the field titles you require and ensure the PDF is a maximum of 7MB in size.</p> <p><b>For more details and to view an example please visit <a href="http://www.personneltoday.com/promoted/">www.personneltoday.com/promoted/</a></b></p>		

- Creative Guidelines**
- If you require us to design the advertisement for you, your requirements will need to be submitted 14 working days prior to the send date
  - Flash and Rich Media files are not supported in emails
  - Telephone numbers must not be included on any advertising copy
  - Animation isn't supported by Microsoft Outlook so please provide static images or a GIF with all the relevant information on the first frame
  - If you wish to use Google Analytics tracking to track engagement please be aware that our email system automatically adds the below utms to every link and these will conflict with your tracking if they are the same:  
utm\_campaign=EMAIL\_NAME&utm\_medium=email&utm\_source=newsletter&utm\_content=newsletter
  - We do not accept ads that mimic Personnel Today's editorial content or style
  - 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 us 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

- Copy Deadlines**
- The copy deadline for all display, E-newsletter & promoted content materials is **7 days** prior to publication
  - Please send all relevant assets to [support@dvvmediainternational.com](mailto:support@dvvmediainternational.com)