

ONLINE ADVERTISING GUIDELINES

Send artwork to:

aaronk@cognitivepublishing.com

Tel: 0161 833 6320

Online advert copy

Advert copy should be provided in any of the following formats:

- **Jpeg or Gif** (banners) **HTML 2.0** (e-shots)
- **Flash** - flash and animated gifs are not acceptable for E-newsletters. Flash is not accepted on **rtmjobs.com**

Size guide

Leader board wide banner - 728x90px

Wide banner - 468x60px

Skyscraper - 120x600px

MPU - 300x250px

Hot button - 120x60px

Solus email shot - 700x900px

E-newsletter banner adverts

We can only accept static gifs or jpegs.

Max file size **100KB**.

Advertorials

Please supply editorial copy, at least one image, company logo and the exact contact details you wish to be published i.e. company name, address, tel, fax, web address and email address. We also need to details of what hyperlinks you wish to include in the useful links section of your featured article and hyperlink titles.

Flash requirements

When supplying a flash file for your website advertisement, please ensure the **url is embedded into the artwork**. When submitting a flash file you must ensure that you **also supply alternative copy either as a jpeg or animated gif with URL**, this ensures that your campaign is also visible on any devices where flash isn't enabled ie. iPhones, iPads etc.

An update specific to Google Chrome affects the animation of Flash-developed adverts. We strongly advise submitting any Flash adverts with an alternative HTML5 advert to support the same level of animation in Google Chrome, which is currently one of the most popular free browsers

Online artwork specifications

- Max file size **150KB**
- Resolution: **72 Dpi**
- Colour mode: **RGB**
- We cannot accept adverts from ad serving systems
- We cannot implement javascript or source ID tags

Solus e-shot

Things you should consider before building and submitting your HTML email

- Include multiple links throughout the whole of your campaign i.e. linking text, headlines, relevant key words and images. This offers recipients multiple touchpoints throughout and presents increased opportunities for engagement by the recipient which in turn increases your ROI. Remember to keep your primary C2A above the fold in order to achieve maximum engagement.
- Offering email addresses in a campaign can cause emails do be caught in SPAM filters and thus should never be included in the body of the message as a written email address, it is better to link the word 'email' to the intended email address to avoid the SPAM filters. Research shows that users are less inclined to click on a link that reads as an email address. You may also be able to increase your response rate by offering a link to a data capture form on your own website as users can prefer to engage in this way.
- Using adjectives such as 'FREE' in block capitals on your subject line is likely to get your campaign delivered straight to junk-mail folders.
- HTML templates must be marked up according to DotMailer EasyEditor Mark-up guidelines in order to ensure your campaign is compatible with our mailer. If you are unable to mark-up your template entirely then the header and footer must contain the 'ee_editable' class in order for us to implement a 'view in browser' button in the header as well as adding our footer and unsubscribe link which is a legal requirement. In this scenario, please note that we will be unable to make any amends to the design, layout or other functionality of the email and any required amendments must be made by the client and re-supplied to us.
- Balance your campaign with text and images. Too much text and the reader will lose interest. Too little text and too many images may result in the reader being confused as to what the email is about.
- HTML Templates should be no wider than 700px
- A plain text copy of your HTML template is crucial to reaching readers who do not use HTML email clients.
- Images are static gif or jpeg only and flash cannot be used.
- If you have not submitted your creative by close of play on the date specified on your order form then we cannot guarantee your solus will be delivered on the date you booked.
- No communication should be made or sent pertaining to the recipients personal life, personal requirements, finances, preferences or interests.

ONLINE ADVERTISING GUIDELINES

Send artwork to:
aaronk@cognitivepublishing.com
Tel: 0161 833 6320

Website wallpaper specifications

Wallpaper advert copy

Advert copy should be provided as a single artwork piece in the following formats:

- Jpeg/PNG/Gif
- Resolution: **72 Dpi**
- Colour mode: **RGB**
- We cannot accept adverts from ad serving systems
- We cannot implement javascript or source ID tags
- Max file size **600KB**

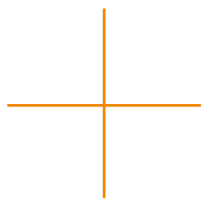
Artwork specifications

Artwork should be supplied in the above file formats as specified above.

The total allocated space for each side is **290x900px**, with the overall dimensions at **1560x900px**.

Wallpaper

Overall size: 1560x900px
Resolution: 72dpi
Colours: RGB
Format: Jpeg/PNG/Gif



In-house design service

If you choose to use our in-house design service then we need all editorial copy, images as static gifs or jpegs and clear instruction of what content to hyperlink and to which url.

Contact details

Art Director: Aaron Kelly
Email: aaronk@cognitivepublishing.com
Tel: 0161 833 6320

Cognitive Publishing
2nd Floor
82 King Street
Manchester M2 4WQ