

RATES AND SPECS FOR IBI DAILY NEWSLETTER

ADTYPE	€ EURO
SPONSORSHIP BANNER	
Per month	3,780
LARGE BANNERS	
Per day	430
5 days (-20%)	1,710
10 days (-25%)	3,200
STANDARD BANNERS	
Per day	350
5 days (-20%)	1,420
10 days (-25%)	2,640
FIXED DATE PREMIUM +15%	
RECRUITMENT/SPECIAL ANNOUNCEMENT	
Per day	510
5 days (-20%)	2,040
10 days (-25%)	3,840

NEWSLETTER BANNER SPECIFICATIONS

TECHNICAL REQUIREMENTS

File formats: JPG or PNG
Max file size: 100 kb

Please note: Any ad creative with a 100% white background should have a minimum 1 point contrasting keyline around the edge.

Click through URL: Please confirm what click through URL should be used with each creative, this must be secure (i.e. https.)



Sponsorship banner
600 pixels wide x 175 pixels high

Large banner (was skyscraper)
546 pixels wide x 175 pixels high

Standard banner Position 1
546 pixels wide x 141 pixels high

Standard banner Position 2
546 pixels wide x 141 pixels high

Standard banner Position 3
546 pixels wide x 141 pixels high

Recruitment/special announcement
580 pixels wide x 400 pixels high + key line border

