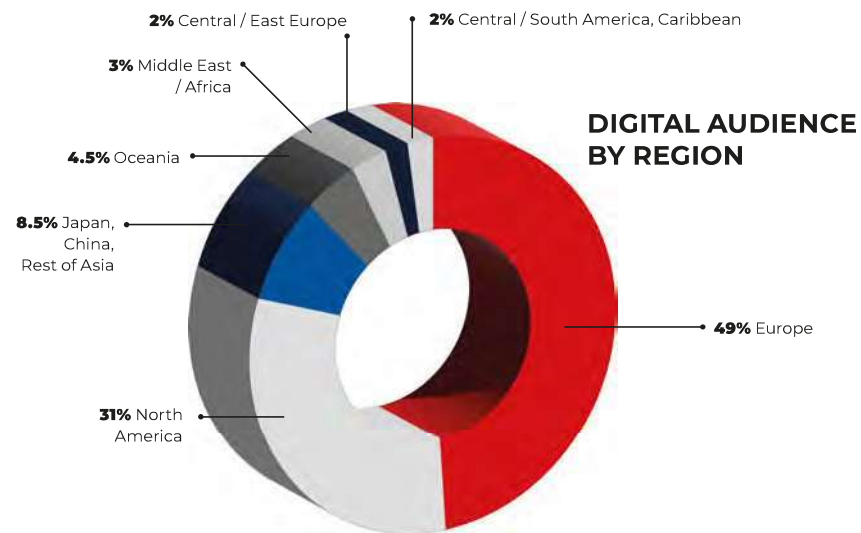


# RATES AND SPECS FOR IBINNEWS.COM

ADTYPE	€ EURO
<b>LARGE TOP OF PAGE BILLBOARD</b>	
One month	2,440
Three months	6,090
Six months	12,180
12 months	24,360
<b>MPU</b>	
One month	1,830
Three months	4,870
Six months	9,740
12 months	19,490
<b>DOUBLE MPU</b>	
One month	2,440
Three months	9,740
Six months	18,270
12 months	24,360
<b>IBI PRESENTS ARTICLE</b>	
Live for two months	4,270
<b>IBI FEATURED COMPANY</b>	
Live for six months	9,740
Live for twelve months	17,400



## CREATIVE SPECS

- Large billboard (desktop)**  
970 pixels wide by 250 pixels high
- Standard billboard (desktop)**  
970 pixels wide by 90 pixels high
- Large leaderboard (mobile)**  
320 pixels wide by 100 pixels high
- Standard leaderboard (mobile)**  
320 pixels wide by 50 pixels high
- MPU**  
300 pixels wide by 250 pixels high
- Double MPU**  
300 pixels wide by 600 pixels high

## FORMATS

- GIF or JPG:**
  - Max weight 250 kb (initial load)
- HTML5:**
  - File type: ZIP containing the creative assets (JPG or GIF only) and HTML5
  - All other files that are referenced by the HTML file should be included in the zip file
  - Please ensure an exit function and click tag are included
  - The max size of the HTML5 bundle or the extracted files cannot exceed 1000 kb

**CLICK-THROUGH URL:**  
Please confirm what click through URL should be used with the creative(s), this must be secure (i.e. https.)

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



More than 50 years of global boating business insight