

revision world

Online and Email Advertising Spec Sheet

revision science

revision maths

revision videos

Advertising Formats

Billboard 970 x 250
(Masthead)

Leaderboard 728 x 90

Format	Dimensions
Billboard	970 X 250
Leaderboard	728 X 90
Double MPU	300 X 600
MPU	300 X 250

MPU
300 X 250

Double
MPU
300 X 600

Advertising Specifications

STANDARD AD UNITS

Ad Unit	Pixel Dimensions Width x Height	Max File Size Static GIF/JPEG	Max File Size Animated GIF
Leaderboard	728 x 90	60KB	80KB
MPU	300 x 250	60KB	80KB
Double MPU	300 x 600	60KB	80KB
Masthead	970 x 250	80KB	100KB

- 3RD PARTY TAGS SHOULD BE GENERATED AS JAVASCRIPT ONLY. IFRAME TAGS ARE NOT ACCEPTED
- ANIMATION LENGTH SHOULD NOT EXCEED 15 SECONDS
- ANIMATION MAY LOOP INDEFINITELY

FLASH AD UNITS

Ad Unit	Pixel Dimensions Width x Height	Max File Size Static (initial file download)
Leaderboard	728 x 90	100KB
MPU	300 x 250	100KB
Double MPU	300 x 600	100KB
Masthead	970 x 250	140KB

- 3RD PARTY TAGS SHOULD BE GENERATED AS JAVASCRIPT ONLY. IFRAME TAGS ARE NOT ACCEPTED
- FLASH CREATIVES SHOULD BE PUBLISHED WITH A BACKUP GIF OR JPG IMAGE
- MAXIMUM FRAME RATE OF 25 FPS
- ANIMATION LENGTH SHOULD NOT EXCEED 15 SECONDS
- ANIMATION MAY LOOP INDEFINITELY
- AUDIO IS PERMITTED, BUT MUST BE INITIATED BY USER CLICK. NO MOUSEOVER STARTS
- AUDIO SHOULD NOT EXCEED 15 SECONDS
- CLEARLY VISIBLE MUTE BUTTON IF AUDIO IS USED
- VIDEO IS PERMITTED, BUT MUST BE INITIATED BY USER CLICK AND MUST BE EXECUTED THROUGH A 'POLITE DOWNLOAD' WHERE THE INITIAL LOAD IS 40KB AND UP TO A MAX OF 2.2MB FOR THE 'POLITE DOWNLOAD'
- VIDEO SHOULD NOT EXCEED 15 SECONDS
- CLEARLY VISIBLE START/STOP VIDEO CONTROLS

Email Specifications

We prefer HTML code for solus emails, if this is not possible then please provide any logos or images as JPEGs along with text and click through URLs.

We don't have a specific word count, but advise clients not to make the email too long.

At least 3 calls to action are recommended on each solus email to engage with the readers.

