

WEBSITE ADVERTISING

BANNERS	PIXELS (WxH)	FILE	FILE SIZE
LEADERBOARD BANNER			
- Desktop/tablet version	728 x 90	GIF or JPEG	Max. 49 kb
- Mobile version	234 x 60	GIF or JPEG	Max. 49 kb
RECTANGLE BANNER	336 x 280	GIF or JPEG	Max. 49 kb
THEME IMAGE	785 x 271	JPEG	Max. 49 kb

FEATURED CASE STUDY

- A title of maximum 50 - 70 characters
- A subtitle of maximum 70 - 100 characters
- Text of maximum a 1,000 words
- 3 - 4 images
- 1 video (optional)

E-NEWSLETTER ADVERTISING

BANNERS	PIXELS (WxH)	FILE	FILE SIZE
TOP/MID BANNER	648 x 80	GIF or JPEG	Max. 49 kb

ADVERTORIAL

- A title of maximum 50 - 70 characters
- Text of maximum 100 words
- One image or logo (minimum 110 x 150 pixels, JPEG, PNG or GIF, max. 49 kb)
- URL to landing page and strong call-to-action (Click here or..)

VIDEO

- A title of maximum 50 characters
- Screenshot of video (GIF, JPEG or PNG, max 49 kb)
- URL to landing page

SOCIAL MEDIA POSTS

TWITTER

- No separate header
- Text of maximum 280 characters. Recommended: between 50 - 100 characters (short text with high call-to-action)
- 1 image: 440 x 220 px, JPEG or GIF max 3 Mb
- URL of landing page

FACEBOOK

- No separate header
- Text of maximum 700 characters. Recommended: between 50 - 100 characters (short text with high call-to-action)
- 1 image: 1,200 x 630 px, JPEG or GIF max 3 Mb
- URL of landing page

LINKEDIN

- No separate header
- Text of maximum 700 characters. Recommended: between 50 - 100 characters (short text with high call-to-action)
- 1 image: 1,200 x 630 px, JPEG or GIF max 3 Mb
- URL of landing page