



WEBSITE ADVERTISING

BANNERS	PIXELS (w x h)	FILE	FILE SIZE	URL
LEADERBOARD BANNER				
• Desktop/tablet version	728x90	GIF or JPEG	Max.99 kb	Landings page
• Mobile version	300x250	GIF or JPEG	Max.99 kb	
RECTANGLE BANNER	300x250	GIF or JPEG	Max.99 kb	Landings page
BILLBOARD BANNER	970x250	GIF or JPEG	Max.99 kb	Landings page
VIDEO BANNER	300x80	JPEG	Max. 99kb	YouTube

FEATURED CASE STUDY

- A title of maximum 50 - 70 characters
- A subtitle of maximum 70 - 100 characters
- Text of maximum 1,000 - 1,500 words
- 5 - 6 images with captions
- 1 video (optional)

FEATURED VIDEO

- A title of maximum 50 - 70 characters
- A subtitle of maximum 100 - 150 words
- Embedded video link (YouTube/Vimeo)
- Image 728 x 410 pixels without text or logo

NEWSLETTER ADVERTISING

BANNERS	PIXELS (w x h)	FILE	FILE SIZE	URL
FULL BANNER	468x60	GIF or JPEG	Max 150 kb	Landings page
BLOCK BANNER	600x300	GIF or JPEG	Max.250 kb	Landings page

ADVERTORIAL

- A title of maximum 50 - 70 characters
- Text of maximum 100 words
- One image (minimum 800 x 800 pixels, JPEG)
- 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