

WEBSITE ADVERTISING

BANNERS	PIXELS (WxH)	FILE	FILE SIZE
LEADERBOARD BANNER			
- Desktop/tablet version	728 x 90	GIF or JPEG	Max. 49 kb
- Mobile version	300 x 250	GIF or JPEG	Max. 49 kb
RECTANGLE BANNER	300 x 250	GIF or JPEG	Max. 49 kb
BILLBOARD BANNER	970 x 250	GIF or JPEG	Max. 150 kb

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
- 1 video (optional)

FEATURED VIDEO

- A title of maximum 50 - 70 characters
- A subtitle of maximum 100 - 150 words
- Embedded video link (YouTube/Vimeo)

E-NEWSLETTER ADVERTISING

BANNERS	PIXELS (WxH)	FILE	FILE SIZE
FULL BANNER	468 x 60	GIF or JPEG	Max. 150 kb
BLOCK BANNER	600 x 160	GIF or JPEG	Max. 250 kb

ADVERTORIAL

- A title of maximum 50 - 70 characters
- Text of maximum 100 words
- One image (minimum 300 x 400 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 charactes (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 charactes (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 charactes (short text with high call-to-action)
- 1 image: 1,200 x 630 px, JPEG or GIF max 3 Mb
- URL of landing page