



# Digital advert specifications

## COMPOSITE EG UPDATE

- 161 x 161 pixels image supplied as jpg or static .gif
- Headline of 8 words or less
- Blurb of 50 words or less
- Clickthrough URL to relevant webpage or download
- Email address for approval

## SOLUS EMAIL (TEMPLATE)

- Headline and Tagline
- Main image must be 610 pixels wide, in a gif or jpg format (max file size 150kb). We recommend a depth / height. of no more than 350 pixels.
- Max 100 words of text for body of email
- Clickthrough URL
- Web friendly logos if required (max file size 40kb)

**Mobile optimised template solutions are available with no additional cost for the following:** EG Updates, EG Requirements, EG Developments, EG Occupiers.

## DEADLINES

**All digital creative must be sent through FIVE WORKING DAYS PRIOR to the agreed delivery date.**

## SOLUS EMAIL (BESPOKE)

### Guidelines

- Please provide copy as a HTML file – it should consist of both images and text
- HTML code must be supplied in a <table> tag structure of no more than 600 pixels wide
- CSS/stylesheets must not be used to format emails or to create responsive design (mobile optimisation). All formatting must be created as inline HTML within the table itself. Any CSS written outside of the 600 pixels table will be removed and may affect your design
- All images need to be in a GIF or JPEG format only (file size for images must not total more than 250kb – we cannot accept files saved as tiff etc)
- All graphics should be hosted on a live server and referenced as absolute URLs within the creative
- Please ensure the server hosting the images has sufficient bandwidth to cope with high volumes of traffic on the day of send
- Ensure your call to action is well placed, ideally above the fold and utilised in a way that it follows on from other copy in a coherent and logical manner
- Do not use <body>, <p>, <p style> or <div> tags as these are removed by some email service providers
- Animated gifs do not display correctly from Outlook 2007 onwards
- Do not use background images <bg> as these are removed by most email service providers
- Flash and Rich Media files cannot be used in emails
- Do not include your own unsubscribe links

- Do not use unique/custom design fonts. Ensure web-friendly fonts, hyperlink text, colours and sizes are consistent throughout the message
- Please avoid including telephone numbers where possible and note that we are unable to track email address clickthroughs
- Please be aware that supplying HTML design may render the email unresponsive on mobile. As such, a single column layout is recommended as best practice across platforms. If you wish to ensure that your email is fully responsive, please supply copy for the Solus Email (Template) instead.

### Please also supply

- An alternative text version (plain text)
- A subject header for the email
- An approver's email address(es). A proof email will be sent to you to check the set-up of the campaign

### Please note that your creative cannot be accepted if

- The copy consists of one large graphic, or copy made entirely of images, due to image blockers / spam filters
- html is designed to include Cascade Style Sheeting (CSS), or JavaScript
- html is designed in a word processing package (e.g. Word for Windows, FrontPage) or InDesign
- The copy is supplied as a PDF
- The html has been sent out or built via any bulk email system (e.g. Dotmailer, Mailchimp etc)

**Clients are permitted to supply their own HTML design (in accordance with the spec above) for the following products:**  
EG Updates, EG Requirements, EG Developments, EG Occupiers.





# Digital advert specifications

## EMAIL BANNER

- **600 x 90 pixels**
- GIF and JPEG images are accepted
- Static .gifs are strongly recommended. Note that animated GIFs do not display correctly in Outlook version 2007 onwards, so please ensure that the first frame carries the main message, if only for a fraction of a second.
- File size should not exceed 30kb
- Please supply a clickthrough URL/weblink

### **Banner positions are available on the following emails:**

EG AM and PM Alerts, EG Legal, EG Auctions and the weekly EG Digital Edition email.

## LEADERBOARD

- **728 x 90 pixels (72 dpi)**
- File size must not be larger than 60kb
- We can accept animated .gif or .jpg or third party tags
- Please also supply a mobile leaderboard of 320 x 50 pixels
- Please supply a clickthrough URL/weblink

## MPU

- **300 x 250 pixels (72 dpi)**
- File size must not be larger than 60kb
- We can accept animated .gif or .jpg or third party tags
- Please supply a clickthrough URL/weblink

## JOBS SKYSCRAPER

- **160 x 600 pixels**
- File size must not be larger than 60kb
- We can accept animated .gif or .jpg or third party tags
- Please supply a clickthrough URL/weblink

## JOBS BILLBOARD

- **970 x 250 pixels**
- File size must not be larger than 80kb
- We can accept animated .gif or .jpg or third party tags
- Please supply a clickthrough URL / weblink

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## AUCTIONS LISTING

**Please supply the following information**

- Company Name
- Company Logo supplied as a .gif or .jpg, without telephone number
- Auction Date
- Region covered by auction (e.g. Nationwide, North East, London etc)
- Call to action (entries invited catalogue live/website)
- Clickthrough URL/Website link

## SPONSORED CONTENT

Sponsored Content packages comprise an article hosted on the EG Radius platform, plus a feature on the EG PM Alert email and placement on the EG Radius News Homepage (on pre-agreed dates only STC).

**Please supply the following:**

### For PM ALERT

- Maximum 120 characters (letters, punctuation and spaces) summarising article.

### For ARTICLE

- Short title for article (five words maximum)
- Lead image must be 847 x 360 pixels. Must be a single image: compilations, text and logos are not permitted.
- Clickthrough url: either to a page or download from the client's external website
- Between 200 – 500 words / text permitted.
- A small web friendly logo – no telephone numbers permitted. Please supply as .jpg or .gif.
- All text copy and additional graphics are subject to EG editorial approval.
- No advertising or promotional content will be permitted – research or analysis only. However, a sentence / short paragraph of corporate copy is permitted at the end of the article subject to EG editorial approval.

## PROPERTYLINK

### Memberships

- Logo, as a JPEG and preferably on a transparent background. No PDFs of logos please.
- Company website, office address, general email address and phone number for queries
- A short company blurb and/or summary of their services
- Start and end dates for membership
- Email address of the membership user

### Featured Properties/Listings

- Photos: maximum size 800 x 600 pixels
- PDF brochure of property/land: no bigger than 5MB as this is the max file size that our system accepts
- Full address for property/land, including full postcode
- Contact name, email address and phone number
- Property type (leisure, office, residential etc)
- Property/land description ideally including size, rent/for sale amount
- Link to the property on their own website (if available), so we may add this to the description

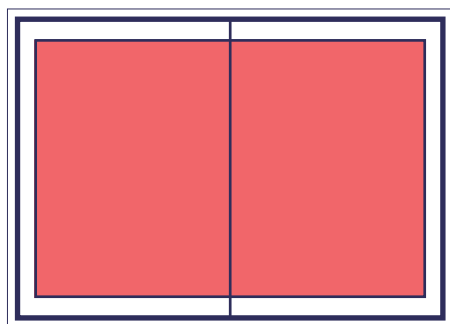
## DEADLINES

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## Advert specifications



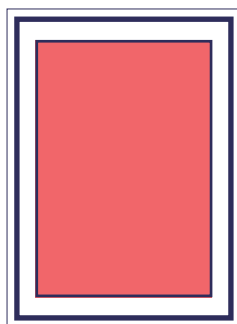
### Double Page Spread

#### Bleed

273mm H x 400mm W

#### Trim

267m H x 394mm W



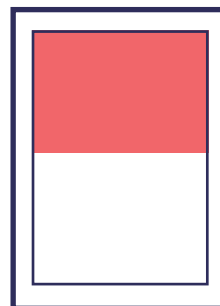
### Full Page

#### Bleed

273mm H x 203mm W

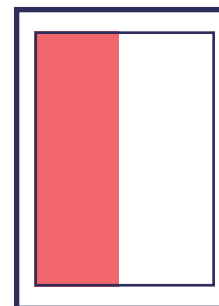
#### Trim

267m H x 197mm W



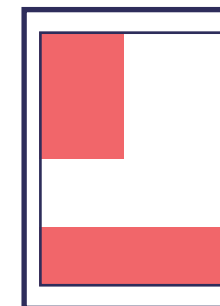
### Half Page Horizontal

121mm H x 173mm W



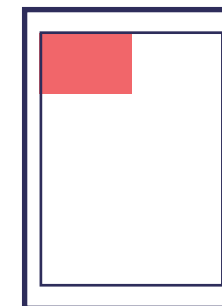
### Half Page Vertical

246mm H x 84mm W



### Quarter Page Portrait

121mm H x 84mm W



### Eighth Page

58mm H x 84mm

### Quarter Page Horizontal

58mm H x 173mm W

**File Format:** PDF

**Fonts:** All fonts to be embedded within the PDF

**Colours:** All colours should be set to a CMYK process colour output. ICC colour profiles, Lab colours, RGB images are not to be used

**Images:** Logos, photos and graphics should all have a minimum output of 300dpi

**Bleed:** A bleed ad that is designed to flow off the sides of a page should be clearly indicated using crop marks with a minimum of 3mm added to the trim size (only applicable on double page spreads and full page ad sizes).

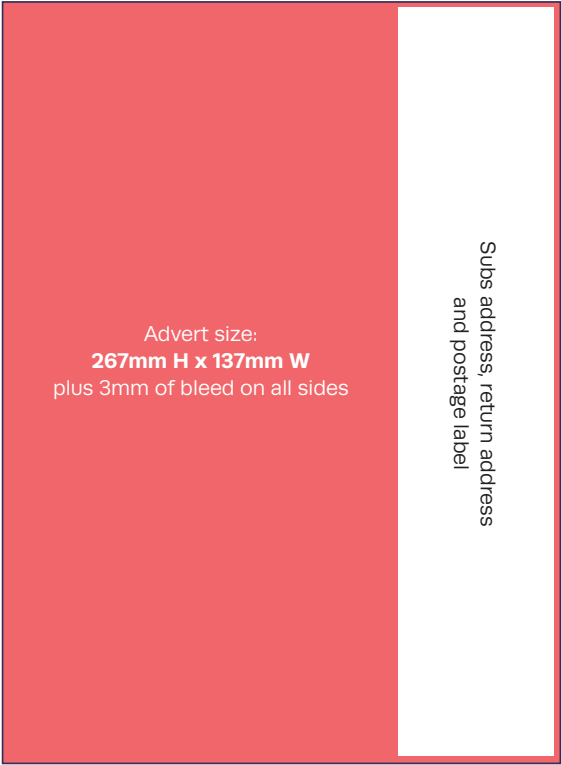
Contact Laura Ross-Harper T: 020 8652 4918 E: [property.media@lexisnexisrisk.com](mailto:property.media@lexisnexisrisk.com)





# Back Cover Advert specifications

Issues distributed without a polythene wrap (naked mailing), will require two versions of the back cover artwork. These must be supplied as follows:



Sub copies



Newstrade and digital copies