

Jersey Insight advertising – technical information

Banner adverts

Size: long site = 468px by 60px

Size: short site = 150px by 60px

Visibility: run of site

Maximum file size: 30k

File formats: JPG, Animated GIF, Flash*

Skyscraper adverts

Size: 120px by 600px

Visibility: run of site

Maximum file size: 30k

File formats: JPG, Animated GIF, Flash*

Classified section sponsorship

Size: 295px by 60px

Visibility: Fixed to section being sponsored

Maximum file: 30k

File formats: JPG, Animated GIF, Flash*

Additional information

Performance Reporting: we will provide you with a log in to our up to date banner software which will provide you with the following information:

Number of hits

Number of clicks*

Hit to click ratio*

** Please note if you supply a Flash banner we can only provide you with the number of hits. Flash banners will not report the number of clicks or hit to click ratio.*

Animation: GIF (we cannot provide a full click through report for Flash banners)

URL: please supply a URL if you would like your banner to link to a website

Alt Text: please supply a maximum of 50 characters or less of alt text, (this will display when a customer rolls over the advert)

Transparency: graphics may be used on different backgrounds, so please do not create on transparent backgrounds.

File formats: final images should be supplied as JPG, animated GIF or Flash

File extensions: final graphics should be supplied with their correct labelling with the appropriate suffix to denote the format - e.g. a GIF advert called car_garage_sale must be labelled car_garage_sale.gif