Banner Ad Specifications

Leaderboard	728 (w) x 90 (h) pixels	**£35 cpm***
MPU	300 (w) x 250 (h) pixels	**£35 cpm***
Jumbo MPU	300 (w) x 600 (h) pixels	**£55 cpm***

* Cost per thousand page impressions

Banners should be supplied as GIF or Adobe Flash files
If sending Adobe Flash files please provide a GIF backup image
Please enquire regarding compatibility of different formats to this

- Ideal for branding and profile
- Just two banner positions run throughout the site ensuring dominant and exclusive positioning for your company
- By booking on a per 1,000 page impressions served basis you are guaranteeing exposure to a captive audience, ensuring zero wastage and 100 per cent accountability
- Frequency capping available to guarantee reach to unique visitors
- Minimum campaign inventory of 40,000 page impressions