



Silversurfers®

Brand guidelines 2014

Version 1.0 20.01.2014

Offers Section & Articles

Silversurfers.com has a popular offers section where corporate advertising can be included in categorised sections favoured by our target audience.

Requirements

Headline Image: This can be an image or photograph to support the offer details.

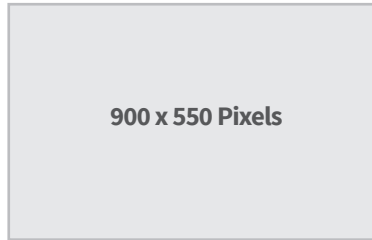
Introductory sentence: A short summary sentence to describe the offer between 30 and 40 words.

Any terms and conditions necessary

A url with full details if required

Body text: Our recommended word count is 300-400 words, but we have the ability to increase this should the offer be complex.

Headline image



Minimum image requirements

72 dpi

RGB

900 x 550 pixels

Max file size 1mb

Acceptable file formats

JPG, PNG, SVG & EPS



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Advertising with Silversurfers

Silversurfers.com offers two differing banners sizes across the whole site.

Leaderboards are to be found in the header of the website on every page and MPUs are located in the right column, both of which appear above the fold on the desktop version of the site in most common screen resolution @ 1024x768 pixels and above.

Positioning can be specific with category and child category takeovers available.

Acceptable file formats:

Flash under 45k

Animated Gif under 45k

JPG

Leaderboard

728 x 90 Pixels

MPU (Medium rectangle)

300 x 250 Pixels

PLEASE NOTE:

The banners above are not actual size

