



# Guidelines for Web Ad Submissions

## Supplying artwork

- Artwork must be supplied in a JPG, GIF or SWF format
- All fonts and images should be embedded into the file
- Artwork should be no larger than 50k for the web site or 20- 30k for the daily email
- Copy to be provided 5 days before it is published

## Flash artwork

- No hard coded url links and please use the code in **Code 1** below
- No more than flash 8
- Please use action script 2 or 3 if possible
- No more than 50k for flash adverts

## Code 1

```
on (release) {
  getURL(clickTAG, "_blank");
}
```

Please feel free to contact your advertising sales consultant if you have any queries or require assistance in creating/designing your advert.

Crain's Manchester Business offers an ad hosting service through a third-party client. If you are using Google Analytics to track the click-through rate of your advert, please contact Crain's on how to set up the campaign for best results. All click-throughs must be emailed, along with the artwork, to your sales consultant.

In addition to the information you see online, Crain's offers opt-in email notifications, for a free daily and weekly news service, to registered users. These emails are sent out to thousands of business users in the Greater Manchester area every day/week, and can help you grow your business. We also provide a breaking news alerts, so that our readers hear it first from Crain's Manchester Business.

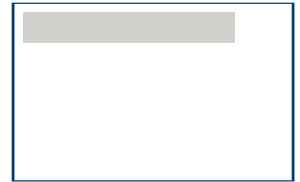
## Why advertise online?

Online advertising is an effective and efficient way to reach business executives and professionals at work. With the ability to track and record who has viewed your advert, it also lets you see the response and feedback you have received on your advert, providing essential marketing data.

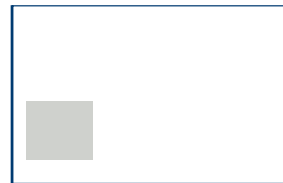
## WEB AD SIZES AVAILABLE



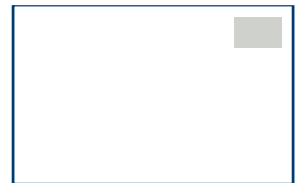
**Premium Side:**  
180 x 150 pixels



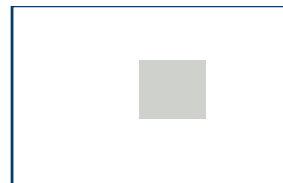
**Top Banner:**  
720 x 90 pixels



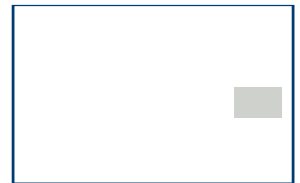
**Premium Slot A:**  
300 x 250 pixels



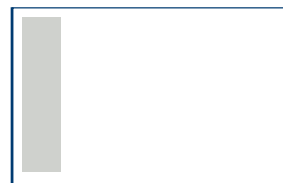
**Ear Pieces:**  
180 x 90 pixels



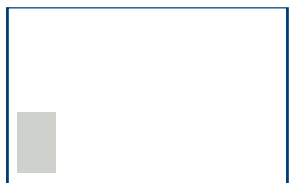
**Premium Slot B:**  
300 x 250 pixels



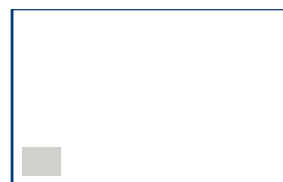
**Ear Pieces Page:**  
180 x 90 pixels



**Side Box Large:**  
600 x 120 pixels



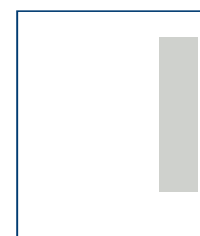
**Side Box Medium:**  
240 x 120 pixels



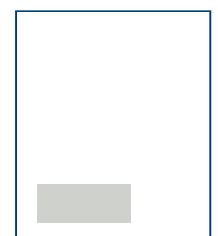
**Side Box Small:**  
90 x 120 pixels

## EMAIL DAILY/WEEKLY ALERTS

All emails have advertising positions available in a number of different sizes.



**Skyscraper:**  
600 x 160 pixels



**Poster:**  
300 x 100 pixels