

## SPECIFICATION SHEET FOR WEB AND DIGITAL OPTIONS

### SOCIAL MEDIA

**Facebook** - 60 words for description including headline, 1 image and a URL

**Twitter** - less than 280 characters for description including headline, 1 image and a URL

**Instagram** - 60 words for description including headline, 1 image/1-minute video and a URL

**Push Notifications** – 20 words maximum

### WEB OPTIONS

**Gold Trader Directory** - 250 words editorial, up to 10 images, email address, website link, social media icons, address, telephone number, google map location, logo plus links for all. Priority listing (move to top above silver and basic listings in alphabetical order).

**Silver Trader Directory** - 250 words editorial, email, web, social media icons, address, telephone number, google map location, logo plus links for all. Priority listing (move to top above basic listings in alphabetical order).

**Leaderboard** - size 90x728 pixels. Jpeg image, wording (minimal) and URL. Jpeg unless animated then GIF.

**MPU** - size 250 x 300 pixels. Jpeg image, wording (minimal) and URL. Jpeg unless animated then GIF.

**Skyscraper** - size 600 x 160 pixels. Jpeg image, wording (minimal) and URL. Jpeg unless animated then GIF.

**Button** -160 x 160 pixels. Jpeg image, wording (minimal) and URL. Jpeg unless animated then GIF.

**Sponsored Blog** - 500 words with a call to action link and 2 images

### EMAILS

**Branded Email Single Slot** - 75-100 words including headline, image and URL

**Branded Email Double Slot** - 150 – 200 words including headline, image and URL

**Bespoke Email** - Up to 400 words including headline, image and URL

All content on bespoke emails are dedicated to one client and designed exclusively for them. The client can choose who and where to target based on our preference centre

**Targeted Email** - Sent out to a specific group of people based on our preference centre data. With up to 6 panels. Each panel can contain 75-100 words (including headline) image and URL