

Online Media - Advertising

Technical specifications for banner and button advertising for www.pesmag.co.uk & www.aero-mag.com
The following digital formats are accepted:

Banner Advertising

Format:	.jpg - RGB colour mode .gif - any animated .gif to have a maximum transition time of 10 seconds
Size:	width 468 px X height 60 px
File Size:	30 kb maximum
URL Hyperlinks:	.jpg & .gif link supplied separately with files

Any advert without a solid background colour must be surrounded by 1 px black border



Button Advertising

Format:	.jpg - RGB colour mode .gif .swf
Size:	width 196 px X height 67 px
File Size:	30 kb maximum
URL Hyperlinks:	.jpg & .gif link supplied separately with files .swf link embedded into file

Any advert without a solid background colour must be surrounded by 1 px black border

