

# fleetworld DIGITAL

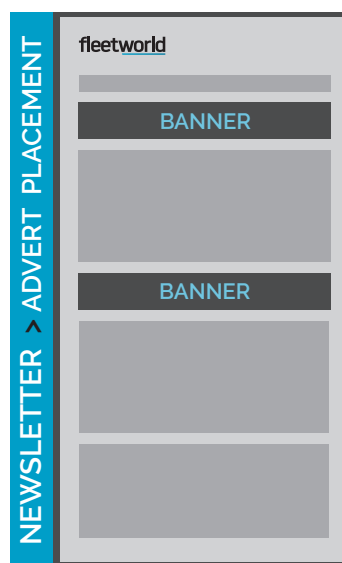
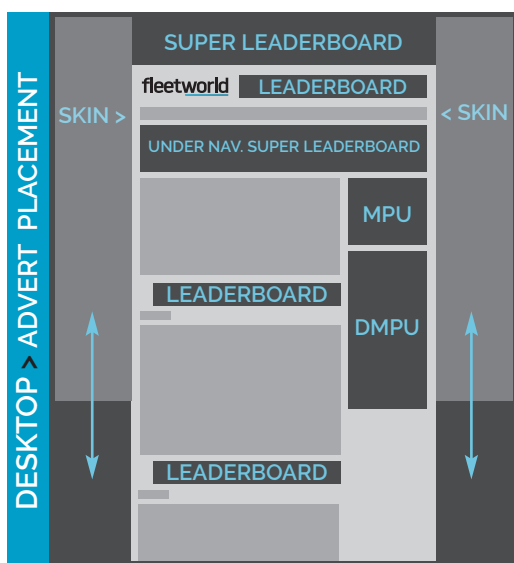


## ONLINE

# ADVERT SPECIFICATION

AD FORMAT	DESKTOP	MOBILE	TABLET
<b>SKIN</b>	1,800 x 1,500px	n/a	n/a
<p>The design can either be fixed or scroll and can either resize to fit a device screen or remain fixed (recommended). It should take into consideration that the main website (with 1,230 pixels width) will appear in front of it and that therefore text may be cropped depending on the settings chosen and the design. It is common for the skin to have minimal or no text to avoid this from happening. Skins should be saved as a static .JPG file and be provided with a tracking URL.</p>			
<b>SUPER LEADERBOARD</b> Complements a skin, sits at top of website	1,230 x 185px	320 x 50px	728 x 90px
+ recommended 2x density for retina display	2,460 x 376px	640 x 100px	1,456 x 180px
<b>UNDER NAV. BAR SUPER LEADERBOARD</b>	1,170 x 175px	320 x 50px	728 x 90px
+ recommended 2x density for retina display	2,340 x 350px	640 x 100px	1,456 x 180px
<b>LEADERBOARD</b>	728 x 90px	320 x 50px	468 x 60px
+ recommended 2x density for retina display	1,456 x 180px	640 x 100px	936 x 120px
<b>MPU</b>	300 x 250px	n/a	n/a
+ recommended 2x density for retina display	600 x 500px	n/a	n/a
<b>DMPU</b>	300 x 600px	n/a	n/a
+ recommended 2x density for retina display	600 x 1,200px	n/a	n/a
<b>NEWSLETTER BANNER</b>	600 x 80px	n/a	n/a

Animated .GIF or .JPG supported. A tracking URL should be supplied. The banner will be given a white border around it.



ALL ADVERTS ON THE FLEET WORLD WEBSITE ARE IMPLEMENTED USING **GOOGLE AD MANAGER** WITH THE SOLE EXCEPTION OF THE SKIN.

### CONTACT

t +44 (0) 1727 739160 e info@fleetworldgroup.co.uk w www.fleetworld.co.uk