

Planning Portal website advertising

Advertisement specifications and positions

All adverts should follow these basic prerequisites:

- Static advert images to be supplied as GIF, JPG or PNG.
- Animated advert images to be supplied as GIF, with following limitations:
 - Animated artwork no longer than 3 main frames (transitional frames are permitted).
 - Each main frame displayed for no shorter than 5 seconds.
- Code based adverts to be supplied as a ZIP file containing all the relevant HTML5, images, CSS and Javascript. [View further details for this format.](#)
- One URL website link only (supplied with images or included in code).
- The advert:
 - must not claim to guarantee planning permission.
 - must not claim to guarantee to meet building regulations.
 - must not criticise government (national or local) or any named business

Newsletter adverts

The newsletter adverts available are:

- 2 x banner adverts or;
- 1 x banner and 1 x rectangle* (MPU) or;
- Sponsored content

Specifications

- **Banner:** two sizes available; 468 x 60px and 600 x 60px. One URL website link
- **Rectangle (MPU):** 300 x 250px
- Static (non-animated) images only, to be supplied as GIF, JPG or PNG
- Maximum file size of 80kb
- **MPU and text only version requires copy in the following specification:**
 - 70 words maximum (including any terms and conditions)
 - No more than 4 bullet points as part of word count
 - One URL website link only (will be used in text and for the image)

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- **Sponsored content:**

- For the newsletter: 70 words maximum (including title)

Note: newsletter readers will be directed to the complete sponsored content article hosted on the Planning Portal which will then link to the advertiser's website.

- For the article: 650 words maximum (including titles), company URL.

Mobile adverts

The 'Mobile Leaderboard' banner should be supplied in three sizes to ensure that the advert is optimally displayed on higher resolution mobile devices.

- **Mobile Leaderboard:**

- **100%:** 320px x 50px
- **150%:** 480px x 75px (Optional)
- **200%:** 640px x 100px (Optional)

- Maximum total file load of 200kb for each advert

Inline adverts

- **MPU (Medium Rectangle):** 300px x 250px
- **Double MPU (Half-page Ad):** 300px x 600px
- **Wide Skyscraper:** 160px x 600px
- Maximum total file load of 200kb

Banner adverts

Multiple banner advert sizes need to be supplied so that the artwork can 'respond' to different size screens.

We can resize artwork to meet the specifications but would recommend that specific artwork is produced at each size to maximise readability and impact of the advert.

- **Leaderboard:** 728px x 90px
- **Full Banner:** 468px x 60px
- Maximum total file load of 200kb for each advert

Interactive guide banner adverts

For our interactive guides, a third 'Mobile Leaderboard' banner size is also required in addition

to the 'Leaderboard' and 'Full Banner' sizes.

The 'Mobile Leaderboard' banner should be supplied in three sizes to ensure that the advert is optimally displayed on higher resolution mobile devices.

- **Leaderboard:** 728px x 90px
- **Full Banner:** 468px x 60px
- **Mobile Leaderboard**
 - **100%:** 320px x 50px
 - **150%:** 480px x 75px (Optional)
 - **200%:** 640px x 100px (Optional)
- Maximum total file load of 200kb for each advert

PDF banner adverts

For banner adverts in our printed (PDF) material, we recommend that high resolution (300dpi) artwork is supplied (see specifications below). We can also re-use the 'Leaderboard' size banner advert but it will appear at a lower resolution to the rest of the document.

- **2100px x 260px** (equivalent to 178mm x 22mm @ 300dpi)
- Static (non-animated) images only, to be supplied as GIF, JPG or PNG