

2018

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DIGITAL  
BRAND  
SPECS



RUSSELL  
PUBLISHING

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**Food**

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## CONTENT SUBMISSION & SUPPORT

### HOW TO SUBMIT CONTENT

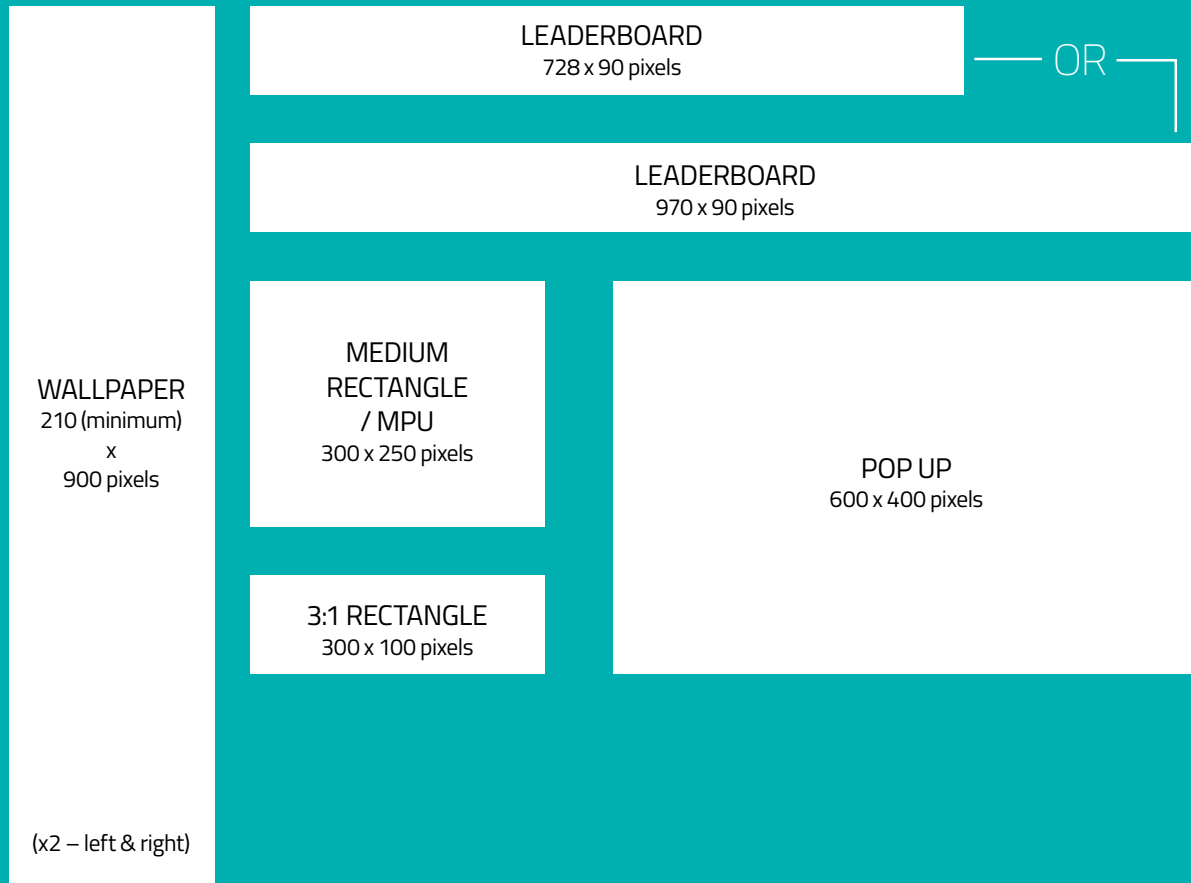
Please submit all content via email, using the contact details provided.

Where files exceed 20MB, please use a file sharing service such as:

- WeTransfer.com
- Dropbox
- Box.com

# DISPLAY ADVERTISING

## BANNER SIZES



## REQUIREMENTS PRIOR TO SUBMISSION

### SUBMISSION DEADLINE

- Two weeks prior to the agreed start date.  
*Late submission may result in a delayed start for your banner, resulting in a reduced duration on our website.*

### FOR WALLPAPER BANNERS

- A wallpaper consists of two banners, one to the left of the content, the other to right. See example here: <http://bit.ly/2D6SLPI>
- Animation: None, must be static
- Max file size: 100KB total
- The width of our website is 1280 pixels; therefore, your banner will not be viewable on screen resolutions 1280 pixels and below. You should provide a fall-back banner, sized 300 x 250 pixels, which will display on screen resolutions 1280 pixels and below
- The minimum width of your banner should be 210 pixels, however in theory there is no maximum width for each banner, as long as the file size does not exceed 100KB in total
- In order for your banner to display well on screen resolutions of 1600 pixels, messaging should be within the inner 122 pixels on each side and not below the 700 pixels. See example here: <http://bit.ly/2kMeow7>
- Both banners must be of equal size
- No tiled background images allowed
- Advertiser must specify which image goes on the left and right
- All content subject to approval prior to launch
- Content does not need to be identical on the two banners, you have the option to split the message up between the two files submitted.

### FOR LEADERBOARD, MEDIUM RECTANGLE, 3:1 RECTANGLE AND POP UP BANNERS

- Max file size: 100kb
- Supplied as a jpeg, gif, swf or HTML5 file (please note, some browsers no longer automatically display .swf files and require the user to click on the banner to play)
- If transitions are used, the maximum number of rotations is three times
- All banners with a white background must have a 1 pixel border coloured #DADFE2.

### FOR LEADERBOARD BANNERS

- As the Leaderboard width is too wide for mobile and tablet screen – widths, fall-back banners sized 468 x 60 and 300 x 250 pixels should be supplied.

### FOR FLASH BANNERS

Please note, for our ad-serving system to track clicks for Flash creatives you'll need to ensure the code for your SWF includes the following clickTAG:

```
on (release) {  
  if (clickTAG.substr(0,5) ==  
  "http:") {  
    getURL(clickTAG);  
  }  
}
```

For more information about this, see: [www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

### RESULTS & REPORTING

We can provide the following data which will allow you to track the success of your campaign:

- Number of impressions
- Number of clicks.

# eBLAST / eSHOT

## SUBMISSION DEADLINE

- **Two weeks prior to the agreed send date.** *Late submission may result in a loss of your send slot and you may still be charged.*

## REQUIREMENTS PRIOR TO SUBMISSION

- A subject line (approx 65 characters)
- Your email must be in HTML format
- Any scientific symbols must be provided in HTML format. e.g. ™ = "&trade;"
- All images should be a resolution of 72dpi and jpg or gif format
- Do not use one image as your entire email. Not only are spam filters flagged with this type of thing, but if the recipient has images turned off in their email client, they will not be able to see your image/email content at all
- All links within your HTML document must be full and valid URLs i.e. <http://www.xyz.com/promo.htm>
- Please note that our email fulfilment software does not allow files to be sent as attachments to emails for security reasons.

## FOLLOWING YOUR SUBMISSION

On receipt of your HTML, we will insert headers and footers containing links to the web version, sender's details and an unsubscribe link. Failure to provide your HTML according to the above specifications may result in an additional production fee of up to £500 for each email.

## NOT ABLE TO BUILD YOUR EBLAST?

We recommend using a free service such as <https://beefree.io> to build your eBlast. They provide a variety of responsive templates that you can populate with your own images and text, using their drag-and-drop editor. Alternatively, we offer a design service for £500.

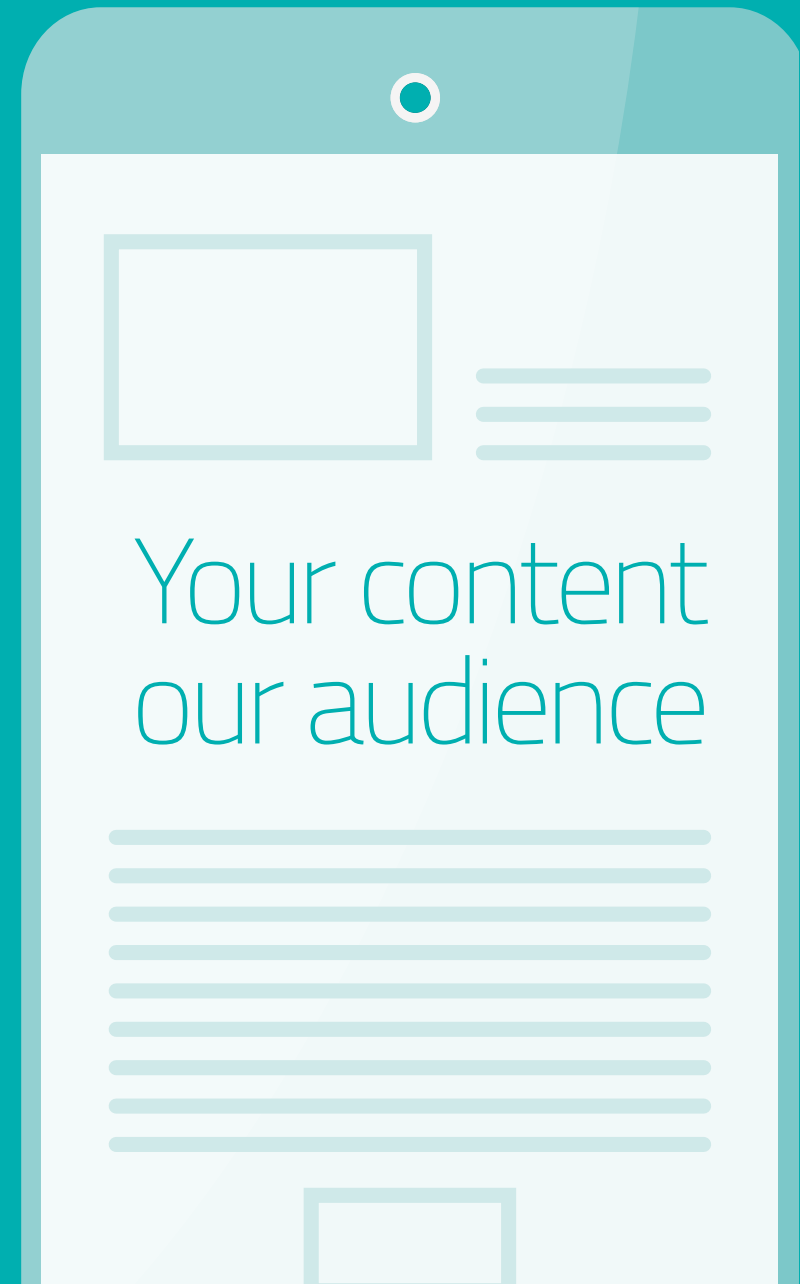
## APPROVAL PRIOR TO SEND

Upon receipt of your HTML we will upload this into our email fulfilment system and send you a preview for approval. Following approval, we will send your email at an agreed date and time.

## RESULTS AND REPORTING

Due to Data Protection laws, we are unable to send you specific details of who your email was sent to, who opened your email, or who clicked on a link. However, we can provide the following data which will allow you to track the success of your campaign:

- Number of unique subscribers the email was sent to
- Number of unique opens
- Number of clicks
- Click breakdown: how many recipients clicked on each link.



# WEEKLY EMAIL NEWSLETTERS



## SUBMISSION DEADLINE

- **Two weeks prior to the send date.**  
*Late submission may result in a loss of your sponsorship slot and you may still be charged.*

## REQUIREMENTS PRIOR TO SUBMISSION

- Story Title: max 70 characters (hyperlinked)
- Story Excerpt: 150 - 300 characters (no hyperlinks)
- Story Image: 700 x 420px - PNG or JPEG (hyperlinked)
- Medium Rectangle Banner: 300 x 250px - PNG, JPEG or GIF (hyperlinked)
- Company Logo: 300px wide - PNG, JPEG or GIF (hyperlinked).

## RESULTS AND REPORTING

Due to Data Protection laws, we are unable to send you specific details of who your email was sent to, who opened your email, or who clicked on a link. However, we can provide the following data which will allow you to track the success of your campaign:

- Number of unique subscribers the email was sent to
- Number of unique opens
- Number of clicks
- Click breakdown of advertiser content: how many recipients clicked on each link.

# INDUSTRY INSIGHT EMAILS



## SUBMISSION DEADLINE

- **Two weeks prior to the send date.**  
*Late submission may result in a loss of your sponsorship slot and you may still be charged.*

## REQUIREMENTS PRIOR TO SUBMISSION

- Story Title: max 70 characters (hyperlinked)
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- Number of clicks
- Click breakdown of advertiser content: how many recipients clicked on each link.

# CONTENT MARKETING



## REQUIREMENTS PRIOR TO SUBMISSION

- **Whitepapers/App Notes**  
Must be supplied in PDF format, at a maximum file size of 2MB.
- **Videos/Recorded Webinars**  
We use Vimeo to embed videos on our website – please follow their video guidelines, which can be found here:  
<https://vimeo.com/help/compression>
- **All asset types**  
Prior to us hosting your asset, we will need promotional copy to include within the hosted page. You can send this to us in a word document, or we can extract this directly from your website – simply send us the URL where the asset is being hosted.