



# ADVERTISING FORMATS

## TECHNICAL SPECS

### SPONSORED ALERT

#### WHAT WE NEED FROM YOU:

- A short text header, max. 75 characters including spaces and punctuation.
- A static image of 556 × 278 pixels (static jpeg or png).
- Up to 250 characters of text underneath the image.
- A 500 x 500 pixels high res logo (to use as an authorship avatar on the homefeed).

Images for Sponsored Alerts cannot be sexually explicit - no naked penis, no backside, no actual or simulated sex. They must be G-rated. Upper body nudity is fine; a front-on shot of a guy wearing a jock is fine, but we cannot show from the side as this shows "side-bum". Similarly, we cannot show an overtly visible penis outline showing through clothing.

The image should contain little or no embedded text, maybe just a logo. One of the reasons for this is that when the image appears to mobile users; if there is text on the image it might appear illegible. It should be a very visual ad (think Instagram) where the image speaks more than the text.

### INBOX MEMBER MESSAGE

#### WHAT WE NEED FROM YOU:

- A 300 pixels by 300 pixels image (jpeg or animated gif).

The 50 pixels (across) to the right of the image might be cropped out on some mobile phone screens, therefore its recommended to only have background colour (not anything important) on that last part of the image.

Avoid excessive embedded text on your image because it will be rendered illegible for smartphone users.

Images for Inbox Messages cannot be sexually explicit - no naked penis, no backside, no actual or simulated sex. They must be G-rated. Upper body nudity is fine; a front-on shot of a guy wearing a jock is fine, but we cannot show from the side as this shows "side-bum". Similarly, we cannot show an overtly visible penis outline showing through clothing.

- Text

We recommend 100 words or less. Anything more and it will appear below the page fold. We suggest not using phrases such as 'click here'. Instead we recommend using a call to action (e.g. "Buy now") and we can hyperlink the words so they can be clickable for website users and mobile users can tap on the link. The entire image will be clickable and can be directed to your URL.

### WEB BANNER SKYSCRAPER

#### WHAT WE NEED FROM YOU:

- Up to four different banners; each banner will be shown equally.
- 160 x 600 pixels (jpeg or animated gif)  
Up to 200KB file size

#### WE DO NOT ALLOW:

- Promotion of unsafe sex.
- Explicit images (no erections or any penetration etc.).
- Anything that could be considered overtly offensive.
- Any flashing or rapid movement, all transitions on gifs should not be shorter than three seconds.

### SPONSORSHIP OF THE WEEKLY CRUISE EMAIL

#### WHAT WE NEED FROM YOU:

- A short text header max. 75 characters including spaces and punctuation.
- A 640 x 320 pixels image (jpeg or animated gif).
- Up to 250 characters of text including a call to action (like "Buy now" or "More info").

### EVENT LISTINGS

For event listings we will send you a digital form to submit your text and image.

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For further information on how to advertise with Recon and generate new business, please contact [advertising@t101.com](mailto:advertising@t101.com)