

Digital Tech Specs

theskinny.co.uk

As well as traditional image formats (RVB, JPEG and animated GIF) max file size 1MB, theskinny.co.uk accepts rich media banners in the dimensions stated. Please refer to the IAB website (www.iabuk.net) for maximum audio and play lengths, controls, labeling and other best practice recommendations for your artwork. If you are providing Flash™ or HTML5 files, please also submit a standard

image file to display to users without capacity to run Flash™ or HTML5*. Ambient Reskin adverts must be submitted as JPEG or static GIF files. *Flash files must be 10.1 or lower

Please submit all digital copy and URLs to your sales contact at least 5 days before live date to ensure adverts can be checked before uploading.

Reskin

- Reskin adverts should be supplied as **one image** to the spec: **2560px(w) x 1440px(h)**
- Additional dimensions are given (to the right) for **guidance** as to where **key information** should be featured
- The **central area** is for our content and must be kept blank in your design
- Your design should extend to fill the **total area** so as to be visible on even the biggest screens
- Reskins do not scroll with the page.



Photo: JJ Robertson

