

# E-media advertising

## WEBSITE

- technologyrecord.com leader board files must be supplied at 728px wide x 90px deep. Plus an additional file 300px wide x 250px deep (for smaller devices)
- MPUs must be supplied at 300px wide x 250px deep
- Leaderboard and MPU files can be GIF (static or animated), JPG or PNG format with click through URL attached
- Maximum file size for website and newsletter banners is 1MB or 1000KB
- Copy can be submitted as a Flash (.swf) file with click tag embedded
- Google's Ad Manager is used to serve all technologyrecord.com website ad units
- All standard creative should be submitted three business days prior to launch date

## NEWSLETTER

- technologyrecord.com newsletter banners must be supplied at 468px x 60px
- File formats can be GIF, JPG or PNG format
- Maximum file size for banners is 40KB
- All standard creative should be submitted ten business days prior to launch date

## DIGITAL EDITION

- For best results, videos should be less than three minutes
- If your video is already hosted on YouTube we can link directly to it, or alternatively we can host it on our own video channel

TheRecord website homepage. The navigation bar includes HOME, ARTICLES, TOPICS, SUBSCRIBE, DIRECTORY, EVENTS, and MAGAZINE. A search bar is located on the right. A prominent banner at the top right reads "LEADER BOARD: 728x90px". Below the navigation, there are several article teasers with images and headlines, such as "Microsoft and AT&T preview Network Edge Compute technology" and "Hillphoenix improves accuracy and analytics with Nintex". A "Newsletter Sign up" form is visible on the right side. A large blue box in the center-right contains the text "MPU: 300x250px". The "Featured articles" section lists several topics, including "Enabling compliant collaboration through Microsoft Teams" and "Virtual meetings: what's next in unified communications?". The "Most popular" section is also visible at the bottom.

TheRecord newsletter banner and content. The banner at the top reads "NEWSLETTER BANNER: 468x60px". Below the banner, the newsletter title "TheRecord" is displayed with the tagline "The best of enterprise technology on the Microsoft platform". The "Top stories from last month" section features several articles with images and headlines, such as "Virtual meetings: what's next in unified communications?", "Yes Bank creates 'Yes Robot' using Microsoft Cognitive Services", and "Natuzzi transforms furniture shopping with Microsoft HoloLens". A "NOORD IT & DIGITAL LEADERS UK DIALOGUE" banner is also present. The "Also popular" section lists several articles, including "Microsoft partners with USDA to help farmers leverage AI" and "University Academy 92 welcomes its first students". A second "NEWSLETTER BANNER: 468x60px" is shown at the bottom. The "Out now" section features the "Autumn 2019 Issue of The Record" with a preview of the magazine cover.