

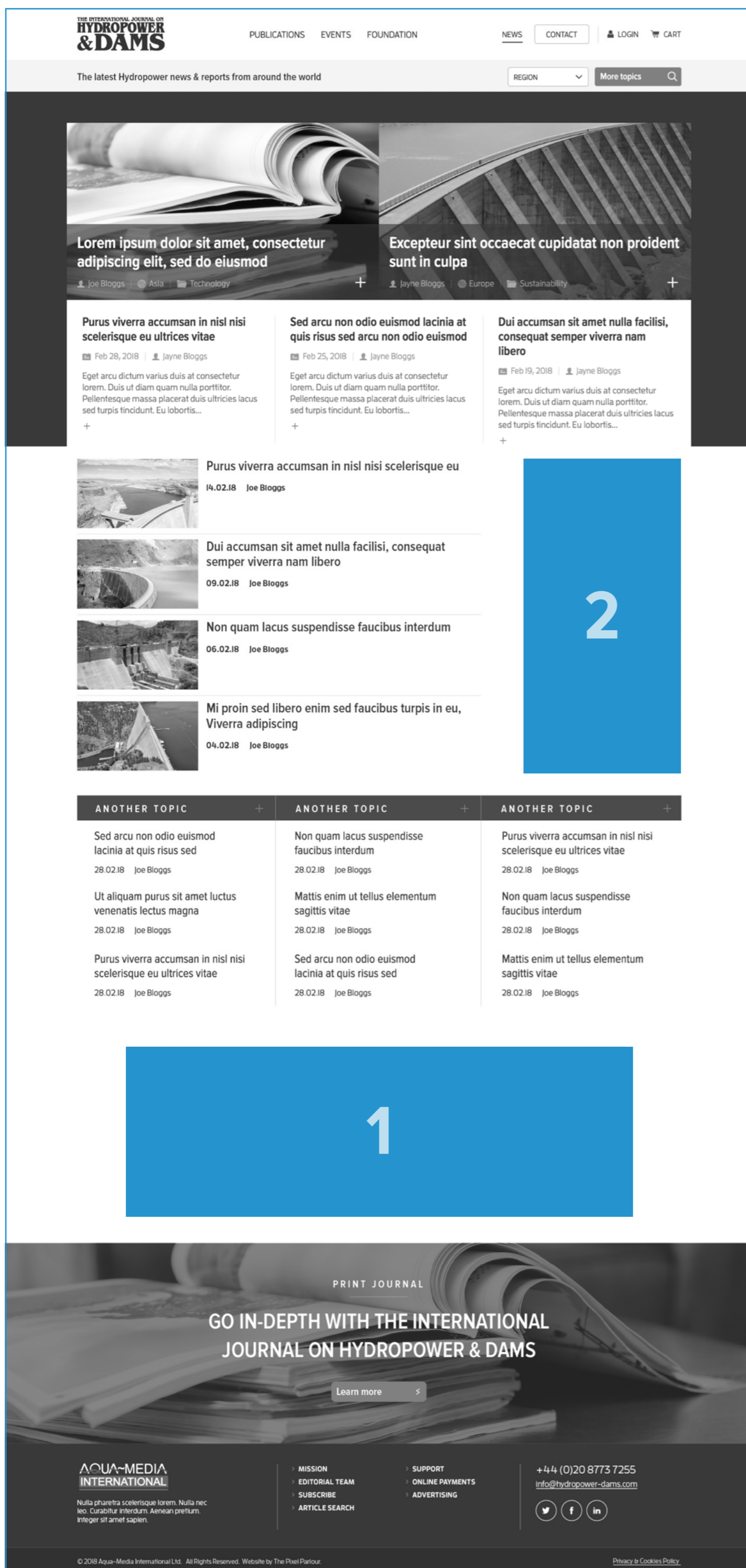
BANNER ADVERTISING

Our banner advertising options are an effective way to reach a highly targeted market. Learn more about where your digital advertising will appear and the ideal supply formats.

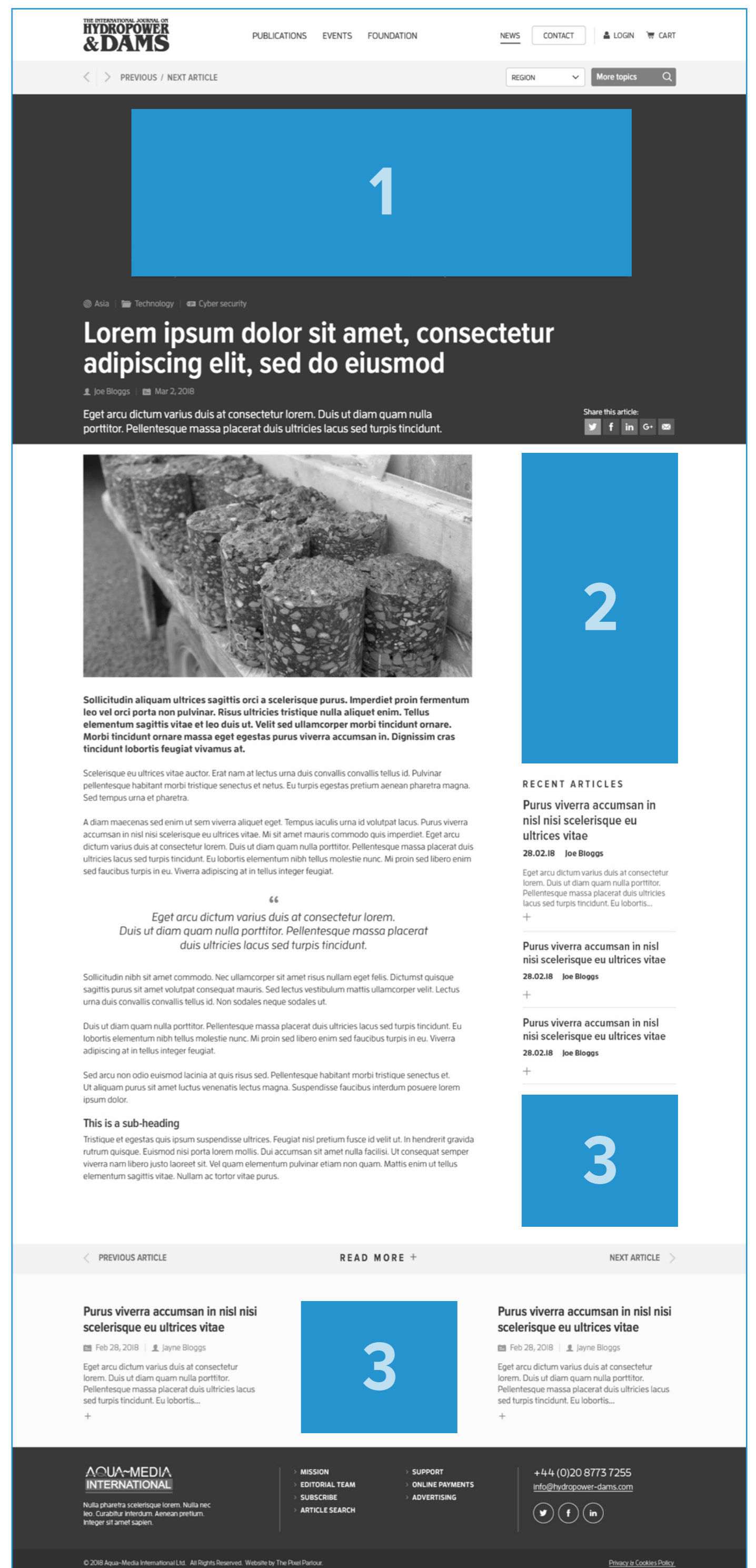
Placement Examples

We have created a number of highly visible placements across the new online News area of our site. With future scope to match your advertising against specific content we can help you drive relevant traffic from your banner placements.

NEWS HOME



INDIVIDUAL ARTICLE



Banner Specifications

We offer a number of standard display sizes and can accept banners in most of the common formats. Impression and click-through reporting is available and multiple creatives can be run on-rotation to enable multivariate testing.

Banner Name	Dimensions (pixels)	Supported Formats	Rate *
1) JUMBO BILLBOARD	970(w) x 325(h)	.JPG, .PNG .GIF (inc. animated)	€2,600
2) LARGE SKYSCRAPER	300(w) x 600(h)	.JPG, .PNG .GIF (inc. animated)	€2,200
3) MEDIUM RECTANGLE	300(w) x 250(h)	.JPG, .PNG .GIF (inc. animated)	€1,800

* Rate applies to 6 months advertising