Advertising specifications

Our specification page outlines all the key information you'll need in order to send us your advert in the correct format.

If anything is still unclear or you have any questions about the process, please contact a member of the team who will be happy to advise you on best practise.

DOWNLOAD ADVERTISING PDF >

Website specifications

Our variety of website advertising options allows you to put an advert of your choice on our top 5 most visited web pages; homepage, visit, exhibit, conference & about. Available formats: JPG, PNG, GIF.

Best practise:

- Be clear and concise
- Provide a clear call to action
- Use high quality visuals
- Use smooth animation
- Consider your ad on mobile– the same file will be used on different screen sizes, make sure text is visible and legible.

Next Steps

Once you have decided on your ideal advert type, please send your creative to your sales and marketing contact. The team will review the files you send across and let you know if it is suitable for publishing. At the same time, you can also send your UTM tracked landing page link. If you have any questions about the creative specification or file types, please send your request to your marketing contact. We require payment in full prior to publishing.

WEBSITE AD PREVIEW >

Dimensions (px):

Full Width = 2000x220
Featured exhibitor = 300x220
Featured Innovations = 300x250
Featured partner = 300x250
Article large = 300x800
Article medium = 476x249
Pop-up small = 300x250
Pop-up medium = 476x249
Pop-up large = 300x600

Email specifications

Available formats: JPG,PNG,GIF

Best practise:

- Be clear and concise
- Provide a clear call to action
- Use high quality visuals
- Use smooth animation
- Consider your ad on mobile– the same file will be used on different screen sizes, make sure text is visible and legible.

Specs and best practise:

- Maximum 600 pixels wide (any height).
- 72dpi for image resolution.
- Background images, animated GIFs, videos and image mapping aren't supported on all email systems. If used, ensure you send image files and alternative text.
- Only web safe fonts should be used for text e.g. Arial,Verdana, Helvetica, Tahoma, Trebuchet MS, Times New Roman.
  Minimum legible font size is 12 pixels.
- Review your email on multiple devices to ensure responsiveness.
- We encourage responsive coding.

Next Steps

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EMAIL AD PREVIEW >

Dimensions (px):

Top banner = 600x100
Middle banner = 600x100
Lower banner = 600x100
Sponsored news story = 640x360 image; (plus headline, 200 word article and logo)
sponsored feature content (featured in area with coloured background) = 640x360 image; (plus headline, 400–500 word article and logo)
Takeover - all banners plus sponsored feature block (not news stories) = 3x 600x100, 1x 640x360

Social specifications

Best practise:

- Length of post copy is not limited on Facebook, Instagram or LinkedIn, but social sites often cut off text longer than 140 characters with 'see more'
- For Twitter the maximum post length, including hashtags and URIs's, is 280 characters
- Hyperlinks are not clickable in Instagram post, so take this into account when sending over copy Videos are also useable on Twitter, Facebook and Linkedin, maximum video size is 4GB.
- You are able to send them over on different captions for each social platform; please ensure you highlight which platform you would like each caption to be associated with, including any links and hashtags.

Asset requirements:

- Max Image Size 150KB
- Max video size:4gb
- Non-animated image formats: JPEG, PNG, GIF
- Animated Image format: GIF, SWF(Flash), ZIP (HtmlS)

Next Steps:

Once you have decided on your ideal advert type, please send your creative to your sales and marketing contact. The team will review the files you send across and let you know if it is suitable for publishing. At the same time, you can also send your UTM tracked landing page link. If you have any questions about the creative specification or file types, please send your request to your marketing contact. We require payment in full prior to publishing.

SOCIAL AD INFO >

Dimensions (px):

Facebook post = 1200x628
Facebook story = 1080x1920
Instagram post = 1080x1080
Instagram story = 1080x1920
LinkedIn post = 744x400
LinkedIn story 1080x1920
Twitter share = 800x418

PPC specifications

As an advertiser, you will need to create the banner ads we upload to search and social networks as part of the audience extension. Here is all the information you need to create static banners, video banners or a combination of both.

Best practise:

- Include your brand logo (if using animation, this needs to be on every frame)
- Use a clear CTA (call to action)
- Include USPs such as prices, promotions and exclusives.
- Create variations of your banners e.g. busy conference image and a product image.

Asset Requirement:

- Max Size 150KB
  Non-animated image format: JPEG, PGN, GIF
- Animated Image format: GIF, SWF (flash),.ZIP (HTML5)
  HTML5 Formats: Zip containing HTML and optionally CS, JS, GIF, PNG, JPEG, SVG responsive or standard
- Animation length and speed:
  Animation length must be 30 seconds or shorter
- Animations can be looped, but the animations must stop after 30 seconds
  Animated GIF ads must be slower than 5fps.
- Flash ads must be 24FPs or slower
  Size guide

Most common banner sizes: 300x250, 728x90, 970x250, 160x600, 336x280, 468x60, 300x600, 320x50, 320x100, 1200x628, 1080x1920 & 1080x1080.

Next steps

If you are launching an audience extension campaign our team will require further information to get the campaign live. When you have confirmed your order, we will send you a short form to complete to ensure its success. The team will review the files you send across and let you know if its suitable for publishing. If you have any questions about the creative specification or file type, please contact your marketing contact.

PPC AD INFO >

Dimensions (px):

Leaderboard
Banner = 468x60
Top banner = 930x180
Leaderboard = 728x90
Billboard = 970x250
Large leaderboard = 970x90
Skyscraper
Skyscraper = 120x600
Wide skyscraper = 1600x600
Half-page = 300x600
Portrait = 300x1050
Square and rectangle
Square = 250x250
Triple widescreen = 250x360
Vertical rectangle = 240x400
Rectangle = 300x250
Large rectangle = 336x280
Netboard = 580x400
Mobile
Mobile banner = 300x50
Mobile banner = 320x50
Mobile banner = 300x100

Video best practise

Video best practise:

- Grab attention within the first 2 seconds
- Communicate visually so users can understand your message even without audio
- Don't overlay text, logos or button 30 seconds or less.
- Uploading different video lengths can help you to tell different stories. But keep the total individual video length under 30 seconds
- Animations can be looped, but the animations must stop after 30 seconds
- Animated GIF ads must be slower than 5 fps
- Flash ads must be 24 fps or slower

Asset requirements:

- YouTube must be public
- Recommended duration: 15 seconds, 20 seconds, 30 seconds, 60 seconds, 90 seconds.
- You can supply one or a number of video files.
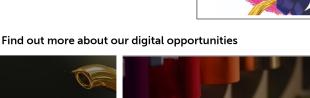
Dimensions (px):

1920x1080(16:9)- mandatory
1080x1350 (4:5 ratio) - recommended
1080x1080 (4:4 ratio) - recommended
1080x1920 (9:16 ratio) - recommended
1440x1080 (4:3 ratio)
File types: AVI, M4V, MOV, MP4, MPEG, MPG, OGV, WEBM, WMV
Maximum file size: 1 GB
Recommended duration: 15 seconds, 20 seconds, 30 seconds, 60 seconds, 90 seconds. You can supply one or a number of video files.
File name can't be longer than 50 characters and only ASCII characters are allowed
VAST: Display & Video 360 supports the VAST 2.0, VAST 3.0, and VAST 4.0 specifications. You can also use VAST wrappers, but we recommend limiting to only 2 wrappers to avoid issues with serving on exchanges

Find out more about our digital opportunities

Digital opportunities

Contact us & Enquiries

LONDON PACKAGING WEEK 2023

Show Opening Times 2023
Thursday 21 September
10:00 – 17:00
Friday 22 September
10:00 – 16:00

Venue
ExCeL London
1 Western Gateway,
London
W16 1XL
Please note this event is strictly 16+

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