



[www.eprivateclient.com](http://www.eprivateclient.com)

## Technical Specifications for Ad Submissions - eprivateclient

Banner sizes –

728x90- Leaderboard & Email Alerts

225x90- Top Right Leaderboard

300x250-MPU

120x600 - Skyscraper

300x90 – Right Column

File Formats –

- If you are providing an advert for an email position, **please supply only a gif**. Other formats will be unlikely to appear in most mail programmes and may even prevent the email from reaching the recipient.

gif - 20k max file size

flash – 30k max file size .swf

The flash file must have the following button script, please do not embed the click-through URL, provide this to us separately.

```
on (release) {  
                getURL(_level0.clickTag, "_blank");  
            }
```

script-based rich media formats – HTML, Eyeblander, DFA, etc

If you have any special requirements, such as multiple creatives, specific deliveries, click-through requirements, etc, please notify of these immediately.

*Please supply all copy at least 10 working days prior to the commencement of your campaign.*

Please send copy to Wendy Marston at [wmarston@paminsight.com](mailto:wmarston@paminsight.com).