

DIGITAL DIRECTORIES BANNERS / CREATIVE SPECS

These specifications are applicable to Yellow and White Online

Yellow can create compelling online display banners to promote your business, or if you wish, supply your own artwork and we'll do the rest.

Two sizes will be needed to be created or supplied

728 x 90 pixels - leaderboard banner (mandatory size)

and 300 x 600 pixels - half page banner or 300 x 250 pixels - island banner

File types

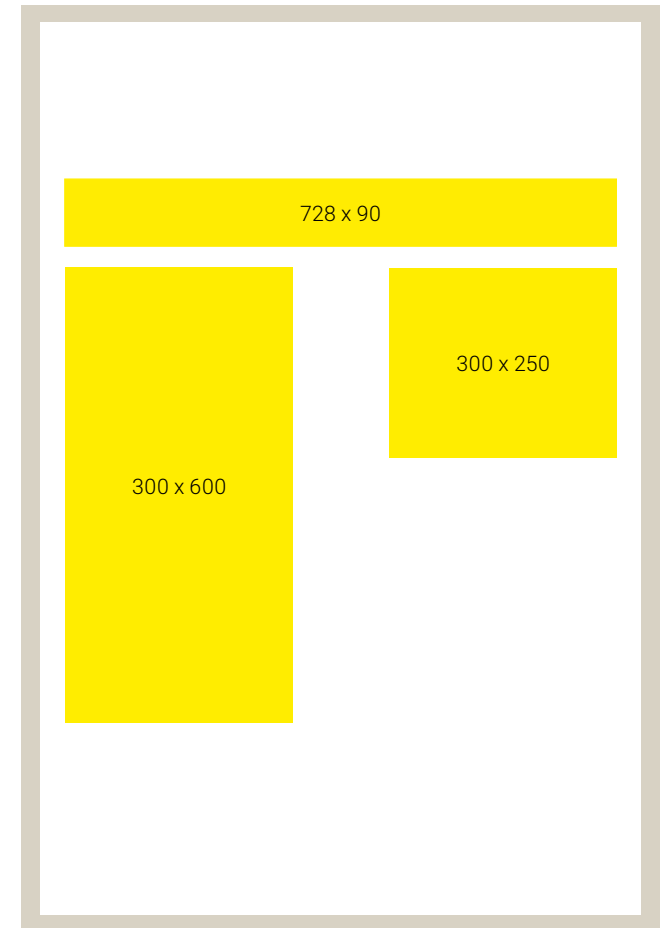
Static .jpeg, .jpg, .png .gif or animated .gif.

File size

49kb or smaller.

Production lead time

Please allow three weeks from the start of banner creation until it is live.



Content guidelines continued on next page.

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Content guidelines

Image quality

All images used in advertising must meet certain quality standards. The images and text can't be blurry. Copyrighted images are not permitted. You must also use the entire space of your display banner ad. We recommend using a border or coloured background to ensure ads stand out on a white background.

Relevant content

All information should be relevant to what you're advertising. For example, all submitted creatives or content must represent the same business.

Misleading content

Online display banners can't contain images that resemble warnings or error messages, and images can't appear to be more than one ad. Ad content can't trick users into clicking your ad.

Adult content

To keep ads relevant and safe for users, Yellow restricts adult content in certain circumstances. Display banners can't contain any adult-oriented content.