



# FOOD *and* TRAVEL

## DIGITAL RATE CARD AND TECHNICAL SPECIFICATION

### RATES

£

Leaderboard home page	550
Leaderboard section page	450
Banner	350
Skyscraper home page	500
Skyscraper section page	400
Competitions	600
Reader offers	200
E-newsletter	200 per 000 emails, minimum 5,000 emails

Prices given for the leaderboard, banner and skyscrapers are per insertion, per month.

Home page  
Food page  
Travel page  
Drink page  
News/views page  
Offers & Competitions page

Banner appears only on article pages

Competition data is NOT shared

Competition subject to approval on content and prize value



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## SPECIFICATION

### Adverts:

#### Dimensions for adverts (width x height):

Leaderboard	728px x 90px
Banner	468px x 60px
Skyscraper	160px x 600px

#### Technical specification:

Adverts can be supplied in GIF, JPG, PNG or SWF format according to the dimensions given above. File sizes should not exceed 40KB. In the case of flash files (SWF), 40KB is the initial download size. We do not recommend using Flash due to compatibility issues.

*Specifically for flash files:*

Adverts supplied as a SWF must also be supplied with a backup file in GIF format as well as a modified clicktag. The clicktag needs to be the following:

```
on (release) { if (_root.clickTAG.substr(0,5) == "http:") { getURL(_root.clickTAG+"&ad_id="+_root.ad_id, "_blank");}}
```

Animated banners should not run for longer than 10 seconds.



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## Competitions:

Company/brand logo

Tile image: 750px x 500px (all images to be 72 dpi)

Competition: 150-200 words (clearly stating the prize)

Question plus any additional terms and conditions

## Reader offers:

Company/brand logo

Tile image: 350px x 250px (all images to be 72 dpi)

Offer: 150-200 words (clearly stating the offer)

How to redeem offer, plus terms and conditions

## E-newsletter:

Company/brand logo

Tile image: 150px x 250px (all images to be 72 dpi)

Words: 150-200 words (clearly stating the offer)

How to redeem offer, plus terms and conditions. Offers for e-newsletters are incorporated into Food and Travel's regular mailings.

## DELIVERY:

All images and copy must be approved by Food and Travel. They should be supplied via email to [ads@foodandtravel.com](mailto:ads@foodandtravel.com). Alternatively they can be supplied on CD to:

Production Manager  
Green Pea Publishing  
Suite 51, The Business Centre  
Ingate Place  
London SW8 3NS  
Tel. +44(0)20 7501 0511

## CONTACT DETAILS:

As well as the advertising and promotional opportunities listed, *Food and Travel* are also able to offer other digital solutions on request. To find out more and to advertise, please contact us on: 0207 501 0511