

## Specifications for advertising online

### Banners

#### Top Banner

size: 468(w) x 60(h) pixels  
maximum size: 80KB

#### Skyscraper

size: 120(w) x 600(h) pixels  
maximum size: 80KB

#### Event banner

size: 160(w) x 60(h) pixels  
maximum size: 30KB

#### Accepted file formats

JPEG, Gif (we **DO NOT ACCEPT** Flash .swf)

#### Colour mode

RGB

#### Resolution

72 DPI

### e-Promo

#### Text

maximum 500 words

#### Accepted file formats for text

.doc, .txt

#### Photograph

size: up to 200(w) x 200(h) pixels  
maximum size: 80KB

#### Event banner

size: 160(w) x 60(h) pixels  
maximum size: 30KB

#### Accepted file formats for images

JPEG, Gif (we **DO NOT ACCEPT** Flash .swf)

#### Colour mode

RGB

#### Resolution

72 DPI

### Additional e-Promo information

This should not be more than 500 words plus 2 photographs and 1 event or company logo (if applicable) per page.

A link to your e-Promo will appear on our **Events** and **e-Letter** pages.

Our e-Letter is sent out fortnightly to our subscribers.

**Please send all the materials to our Production Team:**

email: [production@connect-world.com](mailto:production@connect-world.com), telephone: +44 20 7540 0876