

MUTA web display advert specification

Advert sizes

Standard: 160 pixels wide x 160 pixels deep

Large: 160 pixels wide x 320 pixels deep

Artwork Requirement

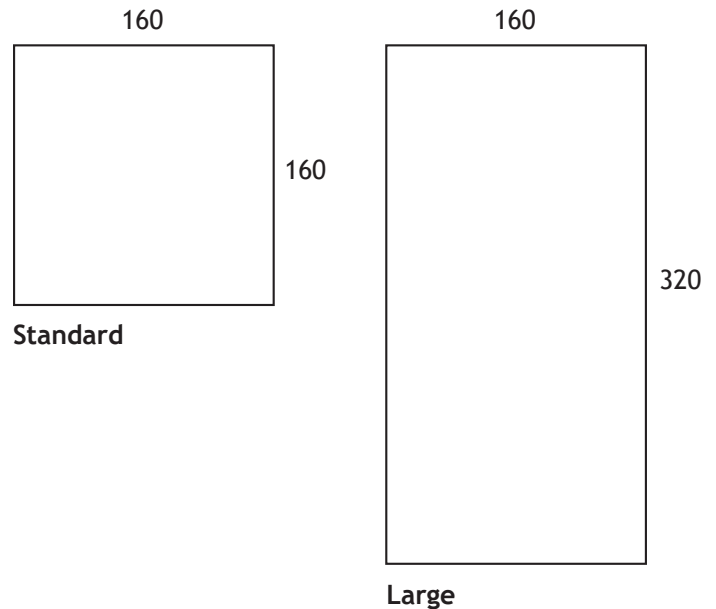
If preparing your own advert:

Formats:

Jpeg or gif file. 72 dpi.

Animated flash file (swf)

Example layout:



If we are creating advert artwork on your behalf:

Logos:

All logo files should be supplied as EPS or JPG (minimum resolution 72 dpi at size to be used).

Images:

All image files to be supplied as TIF, EPS or JPG (minimum resolution 72 dpi at size to be used).

Text:

Text only, rich text format or as Microsoft Word document.