THE
ART-JOURNAL

Advertising specifications

Advertising within
TheArtJournal.com

Advertising within
The Art Journal Newsletters

Advertising on
The Art Journal Social Channels

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TheArtJournal.com media planning information

Below are specifications for all digital advertising options on TheArtJournal.com. The site is fully responsive and mobile/device friendly and is continually being updated. Please note if your advert references a date specific event it will be removed from the site once the event has ended. We advise you to keep them simple but eye catching. All ads submitted are subject to design approval and we may recommend changes or the removal of some text if it is not legible.

Online unit dimensions

Standard sized units (pixels)	Width	Height
Leaderboard*	970	90
Billboard*	970	250
Half page (MHPU)	320	480
Large Rectangle (LREC)	336	280
Small Page Unit (SPU)	250	250

**We require mobile fallback versions of all Billboard and Leaderboard adverts supplied that measure 320 x 100px*

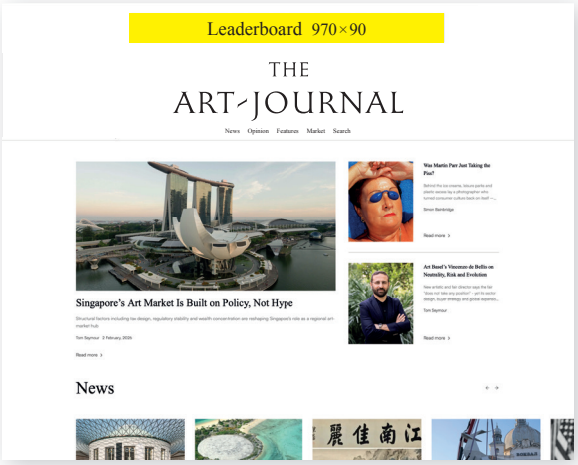
Allowing for HD screens

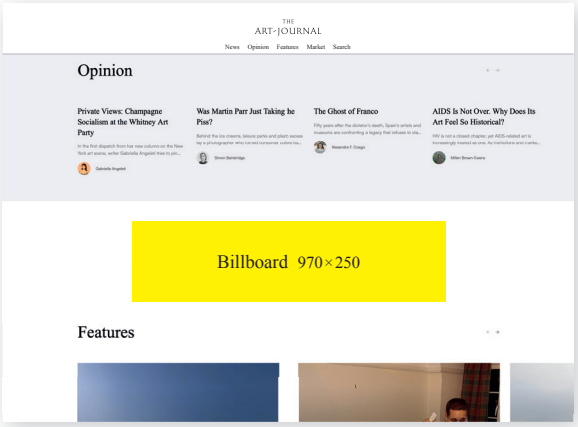
We recommend sending us files that are twice the size of the above ad unit dimensions. This allows us to serve sharper images on higher resolution screens, so an Large Rectangle should be sent at 672 x 560 px, a Half Page at 600 x 500 px, billboards at 1940 x 500 px and a leaderboard would be 1940 x 180. This may not always be possible given the maximum file sizes (see below) which cannot be exceeded.

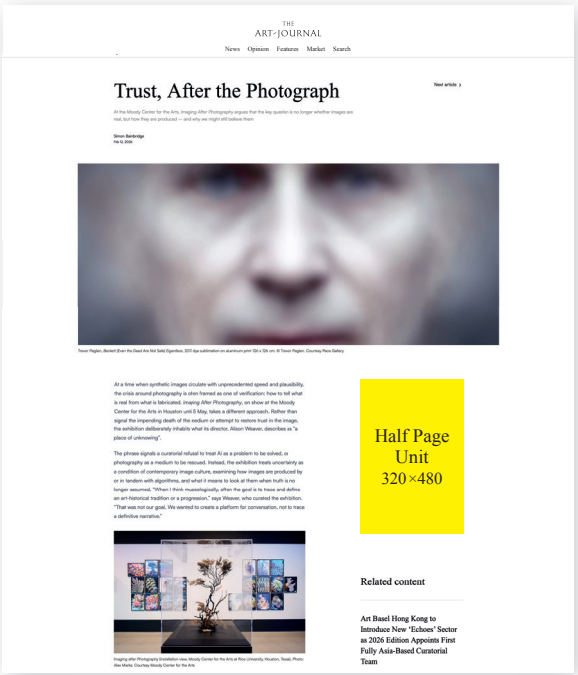
Online ad unit specifications

Image formats: Please provide .jpg, .png or .gif.
Resolution: 144ppi.
Colourspace: RGB.
File Size: Must be under 1MB (950KB to be safe)
Text: We recommend a font size no smaller than 9pt or 13px
Border: For artwork that has a white background please add a 0.75pt or 2px key line to the outer edge of the artwork.
Links: Please supply a URL for the unit to link to.
Deadlines: please supply your artwork at least five working days prior to the live start date agreed.
Proofs: We are able to send screen grabs once the advert is live should they be required. Ads that run with code are tested on our development site and require approval ahead of going live.
Delivery method: Please send artwork to production@theartjournal.com.
Code: We use Google Ad Manager to serve ads. All units can be placed on your own server and we can accept code (unit, pixel, impression and click tags) to serve these. We prefer HTML5 wrapped in a compressed .zip folder (with static ads as a back up).

Please note:
Due to the flowing nature of the site, adverts will be placed in the various sections of the site, moving between these sections to allow the site to remain fresh. This means that multiple adverts may share a position at times.







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Read the Room Newsletters

Below are specifications for all digital advertising options within *The Art Journal's* newsletters. Newsletters are created and sent five times a week - Monday to Friday. We advise you to keep them simple but eye catching. All ads submitted are subject to design approval and we may recommend changes or the removal of some text if it is not legible. Please also consider the reduction of adverts on that will take place on mobile

Newsletter advert dimensions

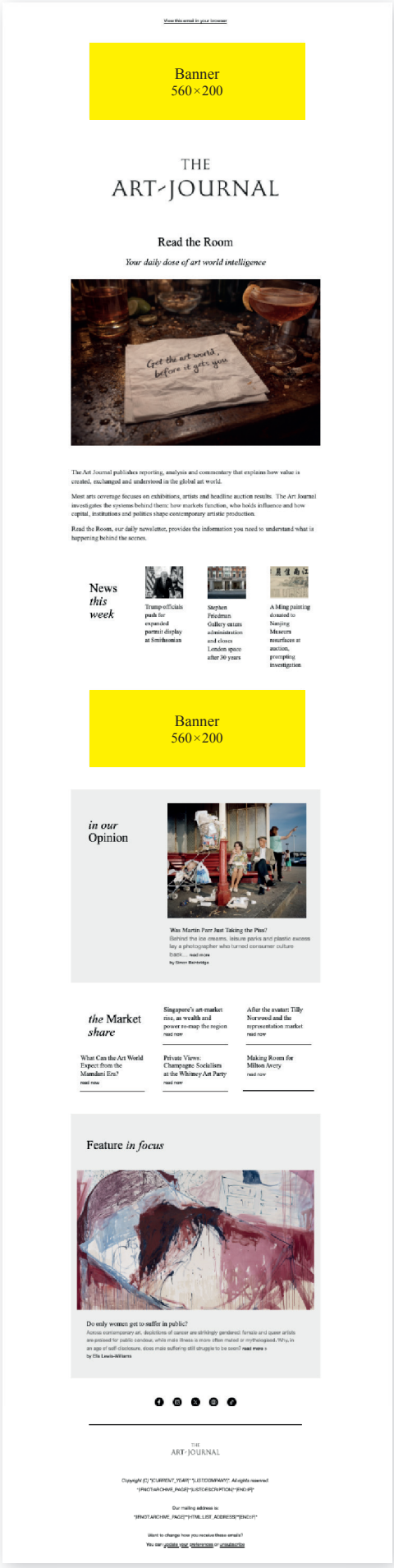
Sizes (pixels)	Width	Height
Banner	560	200

Allowing for HD screens

We recommend sending us files that are twice the size of the above ad unit dimensions. This allows us to serve sharper images on higher resolution screens, so a Newsletter Banner should be sent at 1120 x 400 px. This may not always be possible given the maximum file sizes (see below) which cannot be exceeded.

Newsletter specifications

Image formats: Please provide .jpg, .png or .gif.
Resolution: 144dpi.
Colourspace: RGB.
File size: Please keep to within 2Mb
Text: We recommend a font size no smaller than 9pt or 13px
Border: For artwork that has a white background please add a 0.75 pt or 2px key line to the outer edge of the artwork.
Links: Please supply a URL for the unit(s) to link to.
Deadlines: please supply your artwork five days prior to the live date agreed send date.
Proofs: We are able to send a test email if required
Delivery method: Please send artwork to production@theartjournal.com.
Code: We do not accept code for newsletter ads, we apply our own click and impression tracking. You are welcome to supply UTM URLs however



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Social media posts planning information

Below are specifications for the supply of the elements needed for social media posts. Please check with your commerical representative which channels you have agreed to post on before supplying.

Social media post images

Image size (px)	Width	Height	Maximum No. of Images
X/Twitter	1024	512	4
Instagram	2160	2160	8
Instagram (stories)	1080	1920	8
Threads	1080	1920	10
Facebook	1200	630	8
LinkedIn	1200	630	8

Image specifications

Image formats: Please provide .jpg or .png
Resolution: 144ppi.
Colourspace: RGB.
Links: Please supply a URL for the unit to link to.

Social media post text

Word count	Maximum No. of characters*
X/Twitter	280
Instagram	2,200
Threads	500
Facebook	5,000
LinkedIn	3,000

**tags, hashtags, mentions and the words 'from our networks' or 'paid for partnership' also form part of the overall word counts listed.*

Text considerations

File formats: MS Word, Google Doc, Pages
Please note that these posts are managed by our editorial team who will adapt the style of the submitted text to suit our house style of writing and posting.

Social media post video

	Ratio	Maximum Length (sec)
X/Twitter	1:1	90
Instagram	1:1	60
Instagram (stories)	9:16	15
Threads	9:16	90
Facebook	16:9	90
Facebook (reels)	9:16	90
LinkedIn	16:9	90

Video formats

File formats: MP4
Encoding: H.264
Resolution: HD / 1080p (depending on the above ratios)
Frame rate: 24-60 FPS
Maximum file sizes: Under 100Mb

File submissions for all formats

Deadlines: please supply your image and text at least five working days prior to the live/post date.
Proofing and sign off: We aim to share edited posts with you for approval ahead of making them live. We may require collaborative posts to be approved on a particular platform also.

Delivery method: Please send all material through to our production team at production@theartjournal.com. We recommend using wetransfer, dropbox or google drive or similar to share documents.