Technical online specifications 2026

io | investment officer

Display advertising

Mobile:

Small header: 320 x 50 pixels
Large header: 320 x 100 pixels
Rectangle: 300 x 250 pixels

Website:

Leaderboard: 970 x 90 pixels
Rectangle: 300 x 250 pixels
Billboard: 970 x 250 pixels
Half page ad: 300 x 600 pixels

- **File type:** Jpeg, png, animated gif, 3rd party code, or HTML5
  Please note: No flash and maximum file size: 199 KB
- **Include:** Please include a click-out URL. For tracking purposes, we recommend using a click tracker or UTM code. Note that standard URLs cannot be measured within your own analytics system
- **Animations:** Non-animated ads generally perform better across our network. If using animation, we recommend infinite looping
- **Audio:** Audio is not permitted unless activated by a user click

Please note when using HTML5:

- Must be delivered in a ZIP file
- Submit via WeTransfer (or other transfer) by email
  (Due to email security restrictions, HTML5 files containing JavaScript cannot be sent as direct attachments)
- All ad code must be SSL compliant (use https://)
- Click-out URL must be embedded in the HTML file
- Ads must comply with Google advertising guidelines:
  Google Guidelines for HTML5 Ads

Text advertorials website

Website text advertorial (per week)

- Title: max 50 characters (including spaces)
- Image: 400 x 250 pixels
- Format: jpeg or png
- URL

Electronic Direct Mail

The email can be fully company-branded

Content must be provided as an HTML file

The ZIP file needs to be under 15 MB

Maximum width: 600 pixels

Advertising positions email newsletters

Newsletter text advertorial (per day)

- Title: max 50 characters (including spaces)
- Image: 200 x 128 pixels
- Format: jpeg or png
- URL

Top banner in newsletter

- Static banner: 600 x 74 pixels
- Format: jpeg or png
- URL

Mid banner in newsletter

- Static banner: 600 x 200 pixels
- Format: jpeg or png
- URL

Material submission

At least five business days before launch

traffic@investmentofficer.com