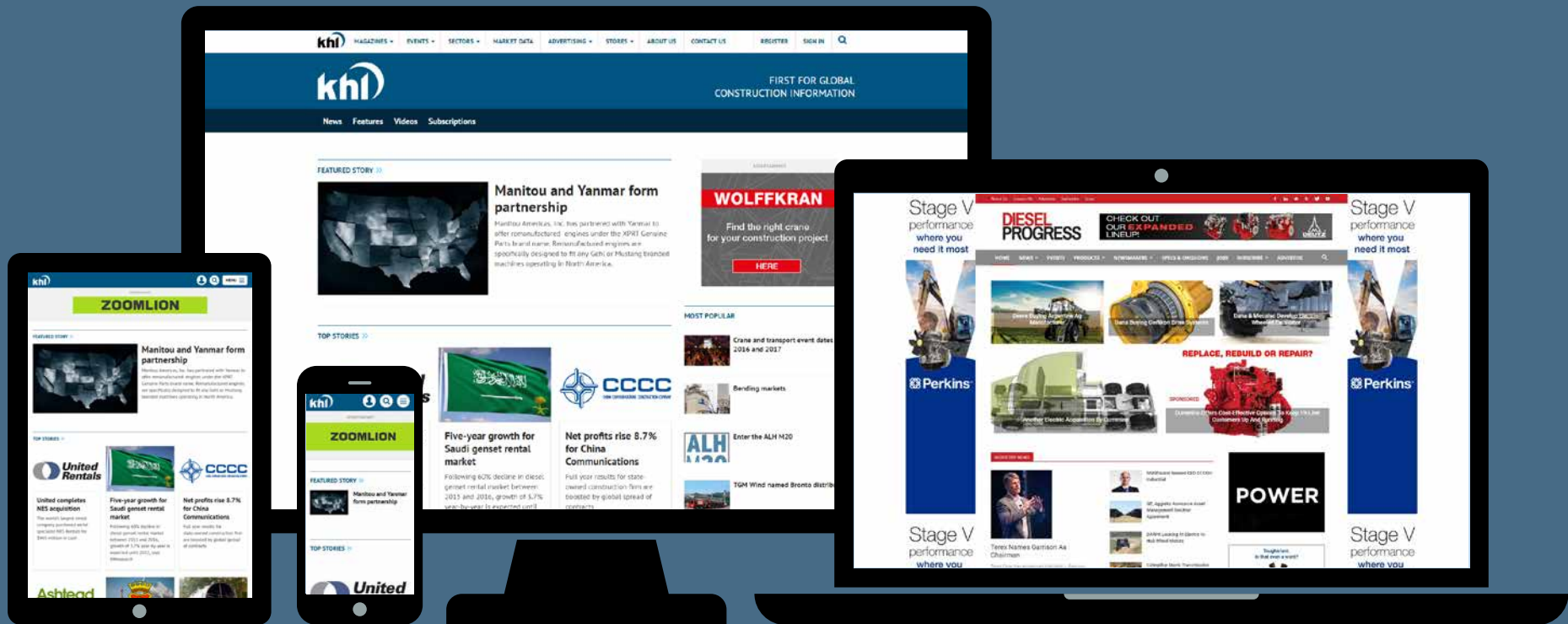


Digital solutions that reach your customers



2020 DIGITAL MEDIA TECHNICAL SPECIFICATIONS

khl
www.khl.com

WEBSITES



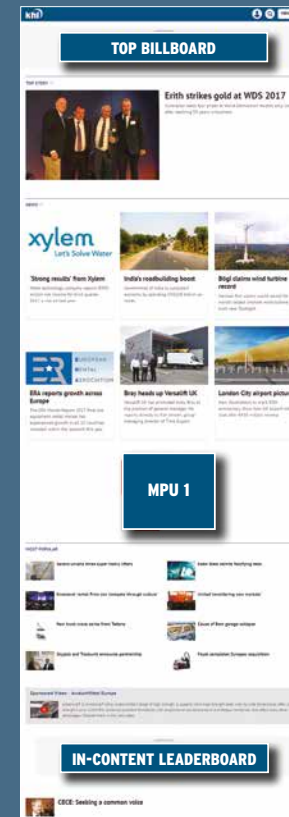
Desktop



Tablet



Mobile



GENERAL REQUIREMENTS

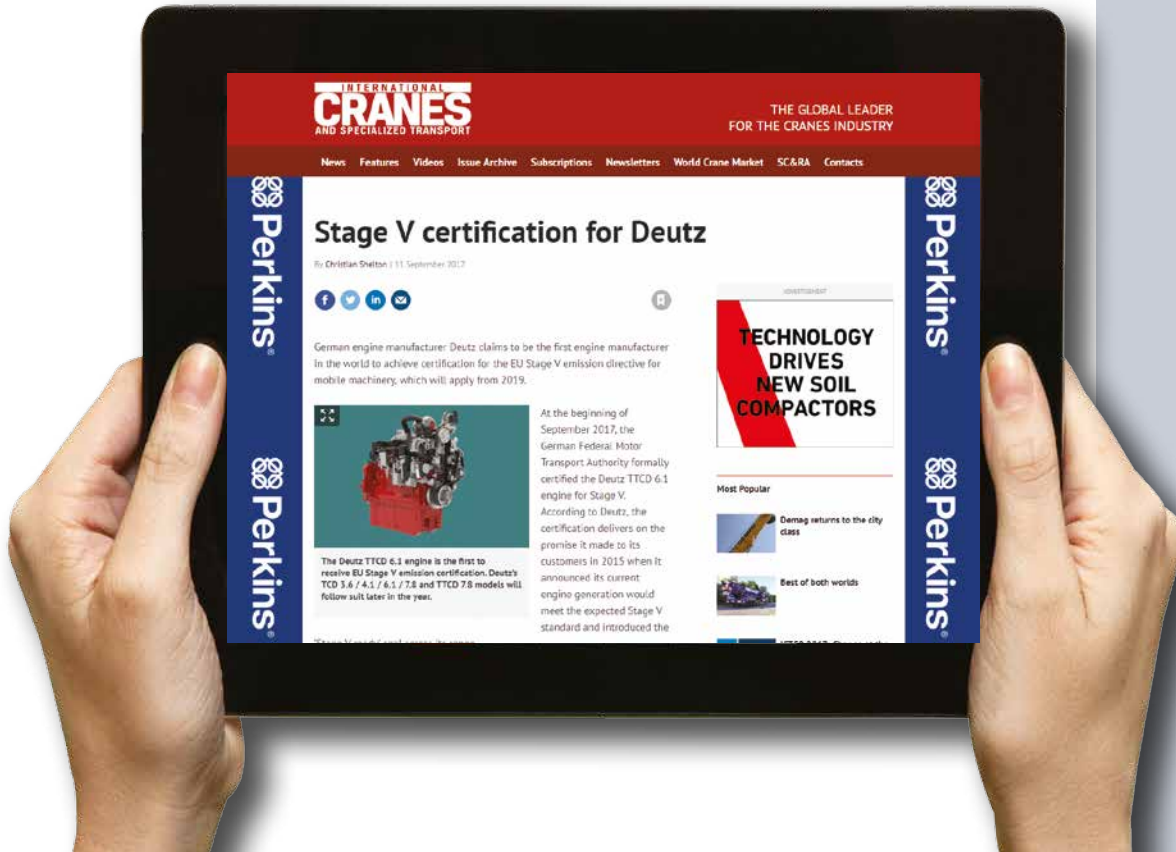
- GIF, JPeg and PNG file formats supported for all creatives.
- Animated GIFs supported for websites and apps, but not newsletters.
- Maximum file size is 50kb unless specified.
- All sizes are in pixels.
- All positions are solus and not rotated unless specified.

WEBSITE SPECIFICATIONS

Position	Desktop	Tablet	Mobile
Top Billboard	728 x 90	468 x 60	300 x 75
MPU 1	300 x 250	300 x 250	300 x 250
MPU 2	300 x 250	300 x 250	300 x 250
MPU 3	300 x 250	300 x 250	300 x 250
MPU 4	300 x 250	300 x 250	300 x 250
In-Content	728 x 90	468 x 60	300 x 75

Sizes in pixels - width x height

TARGET BANNERS & FEATURE SPONSOR BANNERS

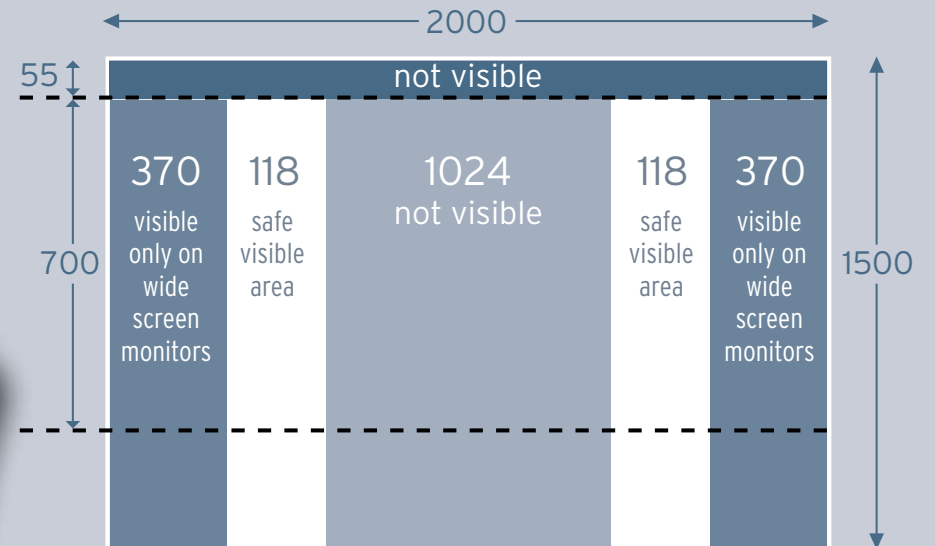


WALLPAPER SPECIFICATIONS

DESKTOP WALLPAPER

2000 x 1500 pixels
(inc 1024 centre gap not visible)

SAFE VISIBLE AREA on most monitors
118 x 700 pixels either side of centre gap



SPONSORED VIDEO

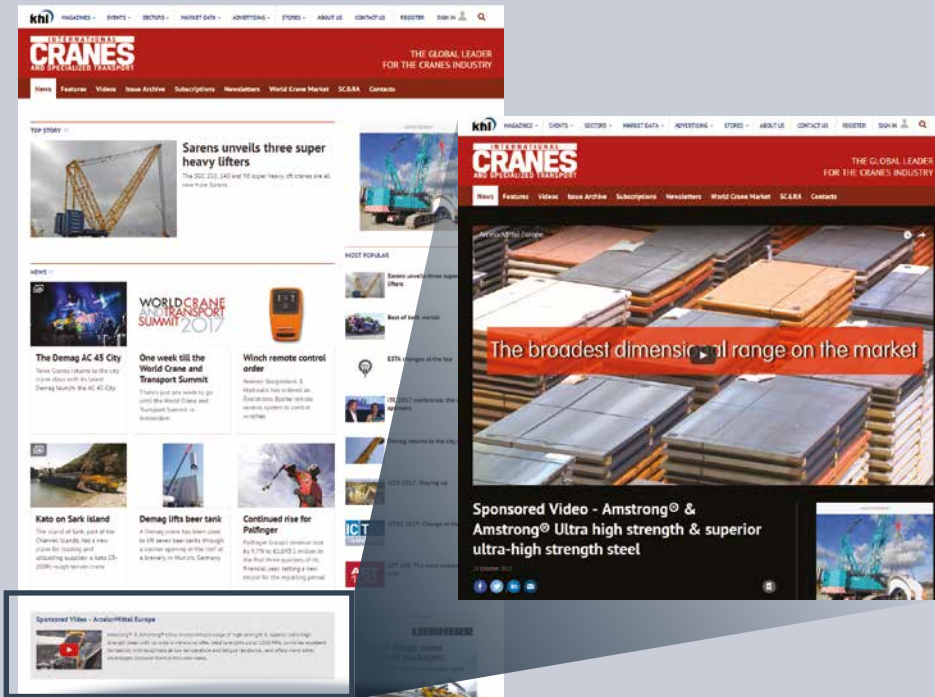
All KHL videos are hosted by YouTube

NEWS PAGE SPECIFICATION:

Headline (max 45 characters including spaces); standfirst (max 240 characters including spaces); single image with 3:2 ratio.

VIDEO PAGE SPECIFICATION:

Video file (all formats accepted and no size limitation), text, if required (up to 1500 characters including spaces).



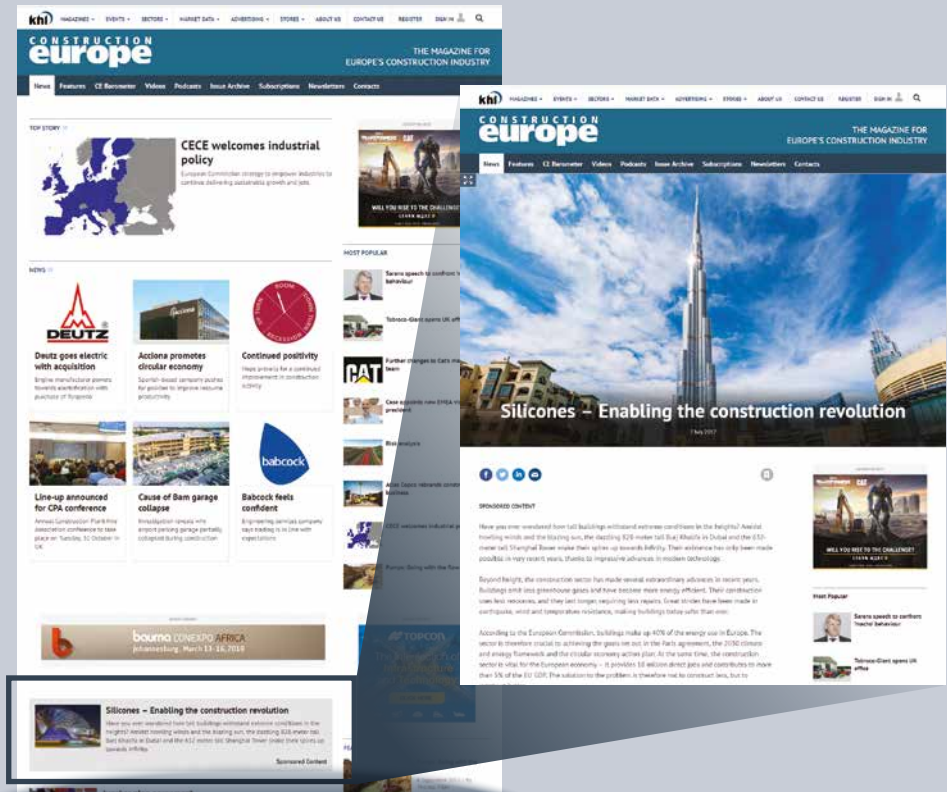
SPONSORED CONTENT

NEWS PAGE SPECIFICATION:

Headline (max 45 characters including spaces); standfirst (max 240 characters including spaces); single image with 3:2 ratio.

ARTICLE PAGE SPECIFICATION:

Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces).



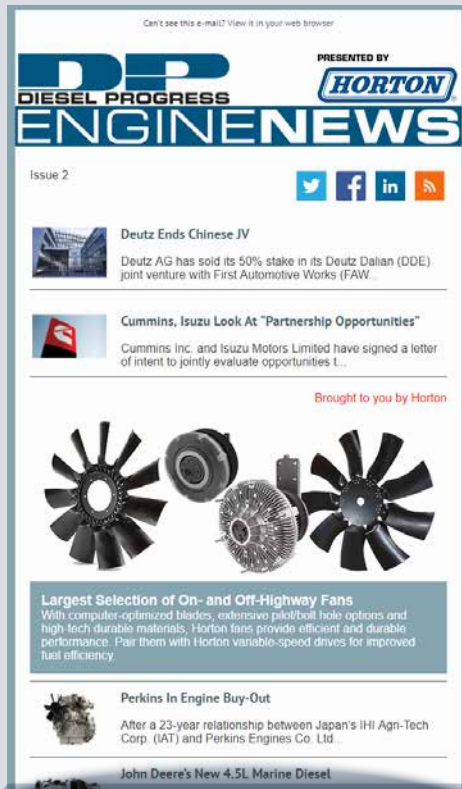
SPONSORED NEWSLETTER

CONTENT SPECIFICATION:

Up to ten articles with headline, standfirst (up to 100 characters including spaces), five images (with primary image stated), text (up to 3000 characters including spaces) per article.

CREATIVES SPECIFICATION:

Maximum of three sponsor creatives (570 x 100) and three button creatives (150 x 150)



WHITE PAPERS

NEWS PAGE SPECIFICATION:

Headline (max 45 characters including spaces); standfirst (max 240 characters including spaces); single image with 3:2 ratio.

DOWNLOAD SPECIFICATION:

White paper format should be PDF (protected). Form captures downloaders name, company, country and e-mail address.

SOCIAL MEDIA POSTS

CONTENT SPECIFICATION:

Supply the post text, hashtags, images and link and we take care of everything else.

Free direct online access to the campaign performance is available both during and after via the KHL Campaign Dashboard.

MOBILE NEWS APPS

(Both footer and in-content)

Solus position. Mobile 320 x 50; Tablet 728 x 90. Max size 25kb

DIGITAL SUPPORT AND SALES TEAM

The world of digital media is technically complex and ever-changing. KHL has a technical digital team dedicated to maintaining and developing all KHL digital media channels.

The team produced the first BPA-audited digital magazine in Europe in 2002 and more recently developed and published both digital magazine and breaking news apps for tablets and mobile phones.

This expertise and experience is available to all KHL clients for free help and advice on any digital matter. The service includes designing banners optimised for websites, newsletters and mobile apps, plus using specialist software to ensure that digital advertisements display correctly.

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