



ANF ADVERTISING SPECS 2022

ANF BRAND VISIBILITY PACKAGE

Banners

- Fairs Calendar - centre of page
850 w x 165 h
- Headline all pages
850 w x 165 h
- Side banner
150 w x 300 h
- Fairs + Dealers & Trade Index
150 x 150 pixels: must be generic, no dates
+ 1 image 150 w x 300 h

Artwork

Banner Artwork can be supplied at £75 per pack

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Fairs + Dealers Pages

One banner image: 850_w_x_165
(if you have already sent banners for the site, we will use these)

Approx 130 words expanded bio text

1 call to action and X 2 hero links of your choice

Minimum of 3 and maximum of 6 videos -

send links if these are hosted on YouTube

Minimum of 3 and maximum of 6 articles -

this could be blog or news content

NEWSLETTER

Newsletter Takeover

Ideally this would be supplied by you as an html file to include the below.

- One logo or banner image 600 x 300 px
 - One call to action
 - Maximum X 3 videos
 - Maximum X 6 images: square or landscape if possible, maximum file size of 1MB
 - One banner image: 850_w_x_165 (if you have already sent banners for the site, we can use these)
- Please bear in mind we will make a maximum of 3 revisions to each takeover email

Newsletter Banner

850 w x 165 h

Please specify the landing page link

Promo Packages | Social Media

- Images for social media should be 1080px by 1080px and should be images rather than graphics
- Instagram Story artwork (if supplied by client) should be 1080px by 1920px
- Instagram Guides are only suitable for clients who have active Instagram accounts
- Promoted Instagram posts are using an already published post and are boosted for 4 days to our curated ANF audience