

# ONLINE DISPLAY DATA 2010



www.peoplemanagement.co.uk  
**People**  
management

People Management is one of the most widely recognised HR media brands in the world, and has earned the reputation as the UK's most influential HR publication. Peoplemanagement.co.uk brings this venerable brand to the web, providing authoritative insight and opinion on all subjects of interest for the HR executive.

## ADVERTISING OPPORTUNITIES

Our site will connect you with potential customers by ensuring your ad is in the right place and, more importantly, by engaging them at precisely the right moment. The fact that they're on our site actively reading pages and searching subjects related to your product or services mean they're likely to be interested in what you have to offer.

## ADVERTISING COSTS

Advertisers on PM.co.uk only pay for the amount of times their advert is served up to the site's visitors.

No. of ad impressions	MPU adverts	Leaderboard adverts
up to 100k	£50 per '000	£45 per '000
100k - 150k	£47.50 per '000	£42.75 per '000
150k - 200k	£46.25 per '000	£41.50 per '000

## SPONSORED TEXT LINKS

Advertisers can run google-style sponsored text links across the site.

Length of campaign	Text link cost
1 month	£50 per month
3 months	£45 per month
6 months	£40 per month

**PM.CO.UK JOB BOARD** - advertisers can also run banner adverts on the UK's leading job board for HR professionals.

Length of campaign	Banner advert cost
1 Month	£700 per month
3 Months	£630 per month
6 Months	£560 per month

## ARTWORK SPECIFICATIONS

All ads must be in gif format and must not be over 25KB in size. If the ad has alternating images in any way, it should have no more than 4 frames.

**Pixel dimensions** - MPU ad, 300 x 250 / Leaderboard ad, 728 x 90.

**Leaderboards and MPU ads** - GIF/JPG/Flash file with click-through links; can be animated.

We do accept some rich media formats (a more sophisticated creative format e.g. MacroMedia Flash, DHTML etc). We DO NOT accept expandable formats, pop-ups / pop-unders, or ads with sound. All white and light coloured creative should have a 1pt dark border to clearly mark its boundaries. Flash banners must include a "click tag" (provided by People Management) within the file to ensure correct reporting. This can be provided by your sales contact.

**Note for agencies and marketers using third party Ad Servers:**

Please use Javascript redirect tags when trafficking campaigns for inclusion on our site.

**Required lead time:** All ads will be uploaded within 24 hours of approval.

**Advertisers need to provide:**

- ◆ Flash builder / designer name and contact details
- ◆ Both the original flash file (.fla) which has been modified to our requirements as below in the instructions and the corresponding shockwave file (.swf)
- ◆ Click-through URL
- ◆ Alternative GIF
- ◆ Whenever a banner is supplied that has a background colour other than black or white, we need the hexadecimal code supplied to us (i.e. the six figure code made up of letters and numbers)

## SPONSORED TEXT LINKS

Copy is limited to 50 characters, including spaces, for your heading (line 1) and up to 100 characters, including spaces, for your subsequent text (lines 2 and 3).

## REPORTING

Your sales contact can provide you with real time reporting between 9am - 5:30pm Monday to Friday.

## ONLINE HELP

For any questions or queries about your online administration please call 020 7880 7662.