

QUEEN'S STUDENTS' UNION

Advertising Spec
Sheet 2014/15



ADVERTISING SIZES

Website

Homepage Ad 220px (w) x 220px (h).
Provide as jpeg.

Homepage Rotating Banner Ad 940px (w) x 400px (h).
Provide as jpeg.

Posters

A3 Poster 297mm (w) x 420mm (h)

Adshel 1200mm (w) x 1800mm (h)

Social Media

Facebook 50 word limit, 500px (w) x 500px (h) image size.
Provide as jpeg.
We will friend your page, and approved posts will be shared on our Facebook wall.

Twitter 140 character limit.
We will follow your page and approved posts will be retweeted on Twitter.

Plasma Screens

Plasma 1600px (w) x 900px (h).
Provide as jpeg.

ADVERTISING

T&Cs

Please review the Advertising Cycle outlined in the Media Pack.

Artwork must be produced to the exact specification set out above.

Artwork must be delivered seven calendar days before the start date of the campaign.

All artwork/copy must be approved by the Students' Union Marketing Department. To help in this process, please send a pdf of each design used in the campaign as soon as it is available to sumarketing@qub.ac.uk. The pdf must show the actual version to be used in the campaign, be legible and show it in its entirety.

The Students' Union reserves the right to refuse advertising and editorial which contravenes the terms laid out in the Advertisement and Sponsorship Policy.

The Students; Union will require additional spare posters and literature to refurbish campaigns. All campaigns must include two spares per poster site booked. The Students' Union does not accept responsibility for damaged posters on site.

Please notify the Students' Union Marketing department in writing if you wish to retain posters after a campaign has ended. Otherwise posters and marketing materials will be disposed of ten days after the campaign has ended.