



# FOOD *and* TRAVEL

## DIGITAL RATE CARD AND TECHNICAL SPECIFICATION

<b>RATES</b>	<b>£</b>
Leaderboard/banner home	550
Other sections	450
Advertorial	from 2,500
Competitions	600
Reader offers	200
E-newsletter	200 per 000 emails, minimum 5,000 emails
Shared e-newsletter	120 per 000 emails, minimum 5,000 emails
Twitter	700 per post (24.6k followers)
Facebook	550 per post (19.5k followers)
Instagram	600 per post (22.1k followers)
Pinterest	1,950 per post (947k monthly views)

Prices given for the leaderboard/banner ads are per insertion, per month.

Available sections:

- Home page
- Food page
- Travel page
- Drink page
- Offers & Competitions page -

Competition data is not shared and competitions are subject to approval on content and prize value.

## **SPECIFICATION**

Dimensions for leaderboard/banner ads (width x height): 728px x 90px

### **Technical specification:**

Adverts can be supplied in GIF, JPG or PNG format according to the dimensions given above. File sizes should not exceed 150KB. Animated banners should not run for longer than 10 seconds.



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## **Competitions:**

Company/brand logo

Tile image: 750px x 500px (all images to be 72 dpi)

Competition: 150-200 words (clearly stating the prize)

Question plus any additional terms and conditions

## **Reader offers:**

Company/brand logo

Tile image: 350px x 250px (all images to be 72 dpi)

Offer: 150-200 words (clearly stating the offer)

How to redeem offer, plus terms and conditions

## **E-newsletter:**

Company/brand logo

Tile image: 150px x 250px (all images to be 72 dpi)

Words: 150-200 words (clearly stating the offer)

How to redeem offer, plus terms and conditions. Offers for e-newsletters are incorporated into Food and Travel's regular mailings.

**Promoted social campaigns** for brand awareness, traffic driving, and data capture, eg. Guaranteed unique reach – 500,000, Impressions – 1 million, Link clicks – 5,000

**Rate £8,800**

## **DELIVERY:**

All images and copy must be approved by *Food and Travel*. They should be supplied via email or WeTransfer/MailBigFile, or similar, to [production@foodandtravel.com](mailto:production@foodandtravel.com)

Production Manager

Green Pea Publishing

Suite 51, The Business Centre

Ingate Place

London SW8 3NS

Tel. +44(0)20 7501 0511

## **CONTACT DETAILS:**

As well as the opportunities listed, *Food and Travel* is able to offer other digital solutions on request. To find out more, please get in touch on +44(0)207 501 0511 or [ads@foodandtravel.com](mailto:ads@foodandtravel.com)