



Parenthub enews advertising

Parenthub provides a range of newsletters to its members including monthly parenting newsletters and individually-targeted newsletters tracking their members' pregnancy journey and child's development.

The following advertising option is currently available:

- Basic sponsorship:
Standard ads - Standard banner & Skyscraper

Basic sponsorship

Banner ads specifications

- Banner dimensions:
 - Standard Banner: 468 x 60 pixels
 - Skyscraper: 160 x 600 pixels
- Format: .JPG or .GIF
- Maximum file size: 40kb
- Resolution: 72 dpi

JPG or GIF?

As a general rule, GIF is best for illustrations and images with large areas of 'flat' colour, whereas JPG is best for photos and images with graduated (changing) colours. Please choose the format most suited to your banner.

Rotating banners

Rotating (animated) GIFs should have no more than 4 slides, and a run time of no more than 15 seconds. 2 seconds per slide is usually sufficient.

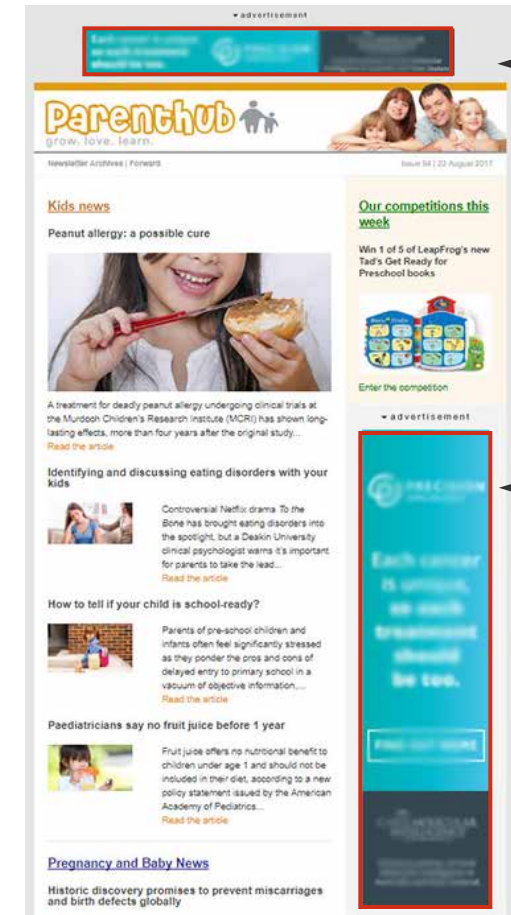
File size

The maximum file size for a banner is 40 kb. If Adobe Photoshop is used to create the banner, use the "save for web & devices" option to reduce the file size.

Banner link

Please also supply the URL the banner is to link to.

Example Newsletter



Standard banner
468 x 60 pixels

Skyscraper
160 x 600 pixels

