

# Advertising Spec Sheet

Queen's Students' Union



Queen's  
Students'  
Union

# Advertising Sizes

## Website

Homepage Ad	220px (w) x 220px (h). Provide as jpeg.
Homepage Rotating Banner Ad	940px (w) x 400px (h). Please Note: 36px safe type area at bottom Provide as jpeg.

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

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## Plasma Screens

Plasma	1600px (w) x 900px (h). Provide as jpeg.
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# Advertising T&Cs

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](mailto: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.