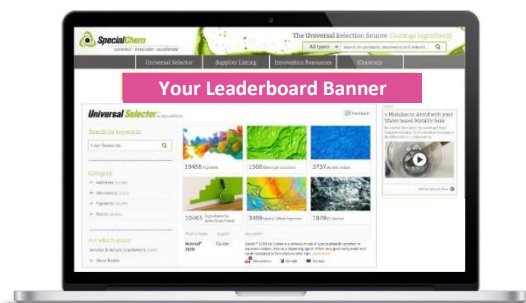# WEBSITE BANNER – High Traffic Area
Leaderboard banner

How does it work?

Your banner is displayed on the most visited pages of the website.

You can link the banner to any page on the web (your website for example).

Example of animated banner layouts

See more examples

SPECIFICATIONS	
Size	**Please send banner in 3 sizes:** ▪ **970** pixels wide x **90** pixels high (desktop) ▪ **728** pixels wide x **90** pixels high (tablet) ▪ **320** pixels wide x **50** pixels high (mobile)
Maximum Weight	**200 kB** (Kilobyte)
Format	Animated or static: .GIF or .JPEG
URL/Link	Web address (your target link location on the web)
Latest Delivery	**10 working days** before campaign start

Do you have questions about
your banner campaign on SpecialChem?

CONTACT US