



## CREATIVE GUIDELINES & SPECIFICATIONS

### READERSHIP

89% Female

### AVERAGE AGE

25 - 45

### PROFILE

Aspirational tastes in luxury with above average spending power

### BILLBOARD BANNER

Dimensions: 1280 (w) x 150 (h) pixels  
 Size of file: 50KB  
 Type: GIF / JPEG / FLASH / VIDEO  
 Creative Deadline: 2 working days prior to live

### WSB

Dimensions: 300(w) x 600(h) pixels  
 Size of file: 50KB  
 Type: GIF / JPEG / FLASH / VIDEO  
 Creative Deadline: 2 working days prior to live

### MPU

Dimensions: 300(w) x 250(h) pixels  
 Size of file: 50KB  
 Type: GIF / JPEG / FLASH / VIDEO  
 Creative Deadline: 2 working days prior to live

### BILLBOARD - PAGE END/FOOTER

Dimensions: 1280 (w) x 150 (h) pixels  
 Size of file: 50KB  
 Type: GIF / JPEG / FLASH / VIDEO  
 Creative Deadline: 2 working days prior to live

### BRANDED BACKGROUND\*

Dimensions: 1652 (w) x 770/1000 (h) pixels  
 Size of file: 100KB  
 Type: GIF / JPEG / PNG  
 Deadline: 2 working days prior to live

\* Subject to brand and creative approval

### RATE CARD CPM - HOMEPAGE AND ROS

Billboard Banner:	USD \$140
MPU:	USD \$100
WSB:	USD \$120
Billboard page end/footer:	USD \$120
Branded Background:	cost upon request
	+20% for video content
	+20% multiple copy (up to 5 creative changes)

# HarpersBazaarArabia.com