

Online Advertising Specifications and Best Practice Guidelines

The production department will design and upload a branded banner or button (depending on what you have booked) as soon as they receive a signed order. This can be amended as soon as you let us know what changes you require or you can supply us with a new advertisement.

Booking an advertisement on www.waterlowlegal.com entitles you to a basic design service* whereby we can design an advert within the guidelines below. If this is what you require please ensure you send all necessary artwork to our production department.

**Please note we are not a design company so designs will be simple yet effective. The service only covers one design per banner and/or button. If you require different copy for each position then you will be charged £50 + VAT per design.*

Advert	What you need to send to us	Extra necessary information
Banner	Logo, slogan or address details	Logo must be provided 300dpi and at least 200x200 pixels as a jpeg, tiff or gif. Clear instructions on how you would like this designed should also be included.
Button	Logo only	Logo must be provided 300dpi and at least 200x200 pixels as a jpeg, tiff or gif.

Please follow this simple set of instructions below when sending in your own complete artwork

To ensure that your banner or button is uploaded as promptly as possible we need you to supply us with your completed advertisement in accordance with the following specifications:

	Dimension (Pixels)	Max File Size	Border Thickness	Animation Allowed	Resolution	3rd Party Trackable	Image File Type
Banner (all types)	468 x 60	12kb	1pixel only	3 frames max	72 dpi	YES	JPEG TIFF GIF
Button	120 x 60						

Waterlow Legal & Regulatory
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To make sure you get the best from our team, please make sure you read the following:

- Ensure you have completed all necessary information on your order form that requires us to chase copy or approval.
- Ensure you advise us when we can chase for copy and provide full contact details of who is responsible for this.
- We will contact you twice in order for you to supply artwork or approve what we have created, if you do not respond to either of these after 5 days we will assume you are happy with your live advertisement and deem it approved. If you would like any changes after this time you will be charged for amendments.
- Ensure all amendments to your advertisement are contained in one email.
- Any changes outlined in the email will be processed and one set of further amendments can then be actioned. However, if you require any further amendments you will be charged per change.**
- Any changes requested after an advertisement has been approved will be chargeable. *Please note if you have a new firm logo or address and require this information updated no charge will be payable.*

****Charge will be £25 + VAT**

DDA Compliance

We endeavour to ensure the widest possible audience reach as part of this commitment. Online advertising accessibility and readability is considered with the Disability Discrimination Act in mind. Any artwork deemed unsuitable may be returned or discussed with the client.