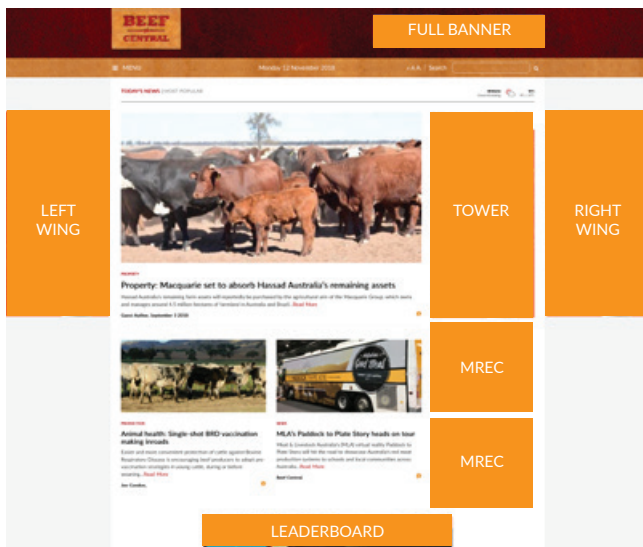


DISPLAY AD SPECS February 2026

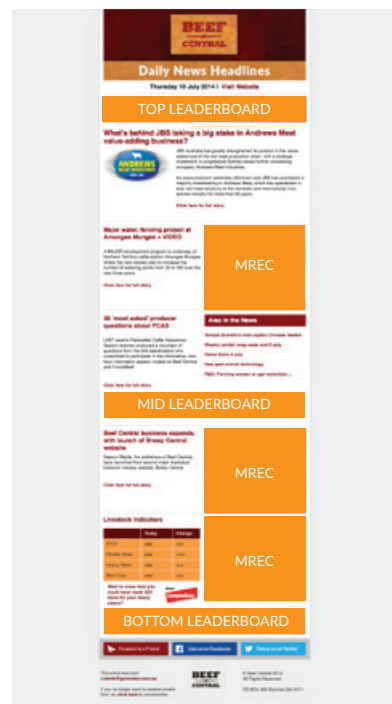
Website and Email Alerts

Website Ads	Width (pixels)	Height (Pixels)	Maximum file size (kb)	Accepted File Formats
Full banner	500	90	100	HTML5, GIF or JPG
Tower	300	600	100	HTML5, GIF or JPG
Leaderboard	728	90	100	HTML5, GIF or JPG
MREC	300	250	100	HTML5, GIF or JPG
Wings	300	600	100	HTML5, GIF or JPG
Email Alert Ads	Width (pixels)	Height (Pixels)	Maximum file size (kb)	File Formats
Top, mid & bottom Leaderboard	728	90	100	GIF, or JPG
MREC	300	250	100	GIF, or JPG

Website



Email Alert



Note: Left and Right Wing ads will only be displayed on desktop devices.
 Up to eight MRECs for different advertisers can appear on any single page.
 The Leaderboard position appears above the industry dashboard on the Home Page only. It appears above the main story on all internal pages.



Delivery and Deadlines

General Requirements

Please note that any advertisements created with a white background must have a black or coloured border to avoid the ad 'floating' on the Beef Central site which is predominantly white.

For HTML5 ads the click through URL should be part of the HTML5 code (see HTML5 format ads).

HTML5 format ads

HTML5 files must be supplied by the Wednesday COB prior to commencement date. This is to allow for 'pre-loading' to check that packages are working correctly.

HTML5 ads should conform to Google Ad Manager requirements. <https://support.google.com/admanager/answer/7046799?hl=en>

See here for guidelines for supplying HTML5 format ads: <https://support.google.com/dcm/partner/answer/3145300?hl=en>

GIF or JPG format ads

GIF and JPG files must be supplied by the Thursday COB prior to commencement date.

URL link or PDF 'landing page' (under 2MB) must be supplied when ad is supplied.

Google Ad Manager

Beef Central serves all advertising banners to its website via Google Ad Manager.

Please ensure all advertising material and tags supplied to Beef Central conform to the Google Ad Manager specifications.

Please ensure tags are tested prior to supplying.

Beef Central cannot guarantee material created for alternative ad servers (such as Sizmek) will display or tag correctly.

Please note: Admin fees may apply if material is supplied incorrectly.

Late ads

Advertisements supplied late will be uploaded at our earliest convenience.

Emailing adcopy from Apple devices

If sending adcopy files from an Apple device, please save the file in a zip folder and attach to the email. DO NOT embed the file in the email as they are unable to be saved from the email properly on our PC based system.

If emailing from a PC based system, please attach files as normal.

Need help producing your banner advertising?

If you require assistance to produce your advertising messages to our specifications please talk to us in advance.

Beef Central can arrange the production of your advertising banners. Costs and production times will vary according to the complexity of the message and the required production values.

For bookings and further information:

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Email matt@beefcentral.com

Nikki Nason

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Email nikki@beefcentral.com