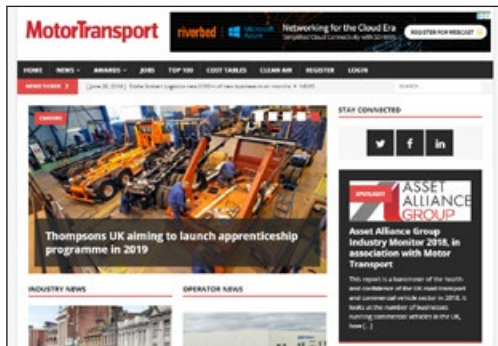


# SPECIAL POSITIONS

## Motor Transport Spotlight



## Sponsored content



## Your image

- » 50 words of text
- » Click through to your landing page

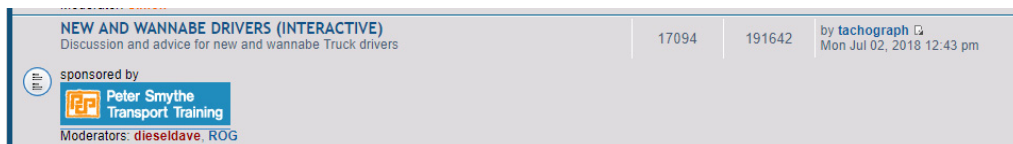


## MPU or image

- » 50 words
- » Click through to sponsored content



## Trucknet forum sponsor logo 160x 40 pxls



## GENERAL CREATIVE GUIDELINES

Static ads: JPG, GIF, PNG

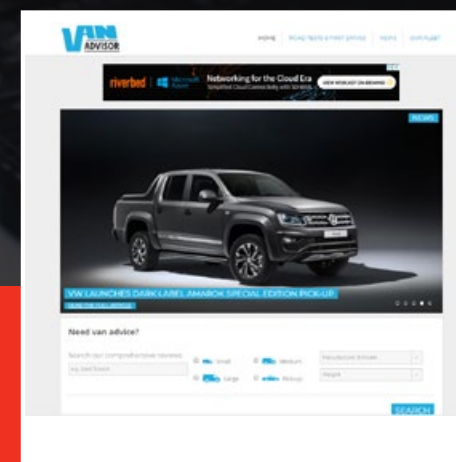
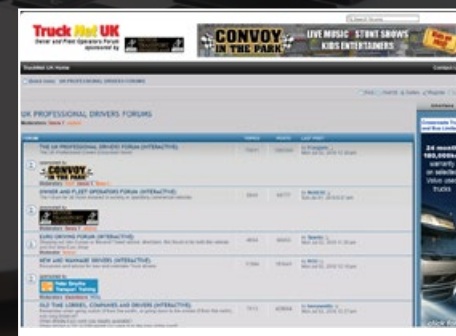
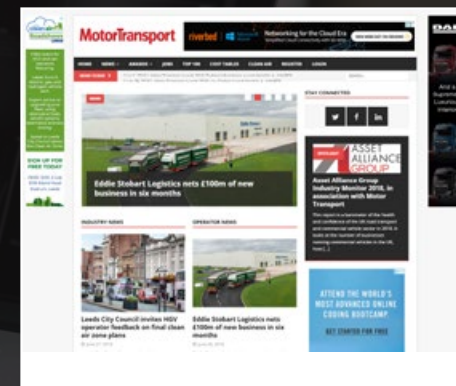
Animated ads: HTML5, animated GIF

We do not accept the following formats: PDF, WebP

Maximum file size: 256 KB

DON'T FORGET: To supply the URL for any ads delivered as a GIF, JPEG or PNG

Frequency capping: Ad capping will be controlled through our ad server and not by any 3rd party server  
HTML5 and click tag guidelines : please see [www.commercialmotor.com/html5](http://www.commercialmotor.com/html5)



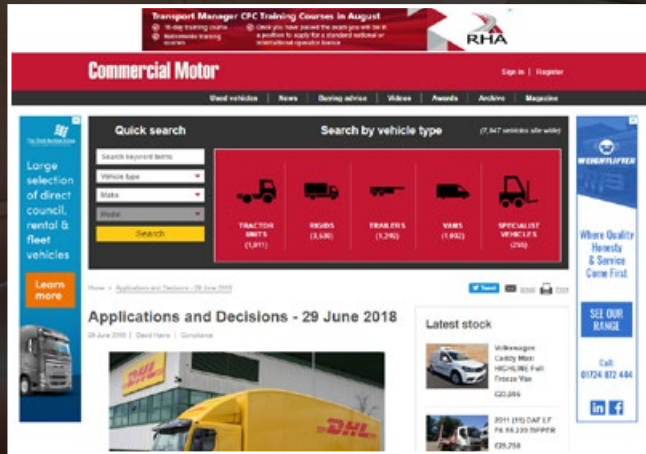
# ONLINE AD SPECIFICATIONS

# AD POSITIONS

**Leaderboard** 728px x 90px  
Available Top & Bottom



**Home page takeover** available  
on CommercialMotor.com



**Skyscraper**  
120 x 600px



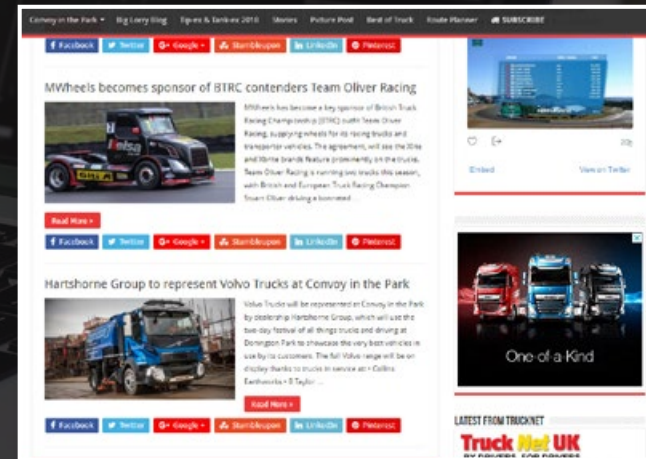
**Skyscraper**  
120 x 600px



**Leaderboards and skyscrapers** on Commercial Motor.com

MotorTransport.co.uk | Truckanddriver.co.uk | Van Advisor.com  
Freightinthecity.com | Trucknetuk.com

**Top leaderboard only on Trucknetuk.com**



**MPU**  
300 x 250px



**MPU** available on

Commercial Motor.com | MotorTransport.co.uk  
Truckanddriver.co.uk | Van Advisor.com | Freightinthecity.com

**\*ALSO AVAILABLE**

**Double MPU** 300 x 600 on

MotorTransport.co.uk | Truckanddriver.co.uk | Freightinthecity.com

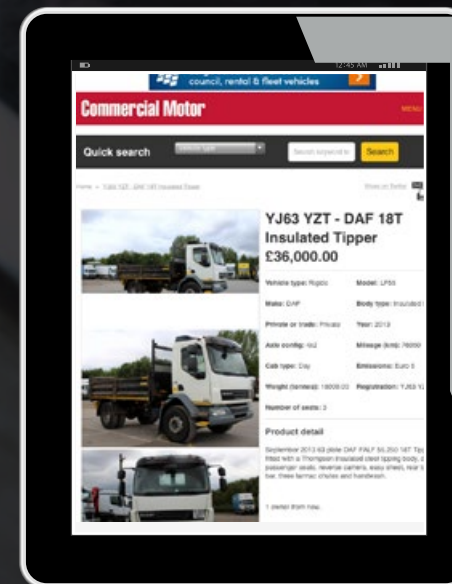


**Mobile banner** 320 x 50px

**Mobile banners**  
available on  
Commercial Motor.com  
MotorTransport.co.uk  
Truckanddriver.co.uk  
Van Advisor.com  
Freightinthecity.com

**\*ALSO AVAILABLE**

**Large mobile banners**  
320 x 100px  
Top & Bottom  
Available on  
MotorTransport.co.uk  
Truckanddriver.co.uk  
Freightinthecity.com



**Tablet banner** 468px x 60px  
Available Top & Bottom

**Tablet banners available on**  
Commercial Motor.com  
MotorTransport.co.uk  
Truckanddriver.co.uk  
Van Advisor.com  
Freightinthecity.com  
**Top tablet only on Trucknetuk.com**