

DIGITAL SPEC SHEET

This spec sheet gives guidance on asset application across social and web formats.

Organic formats

SPEC	FORMAT	HEADLINE(Y/N)	BODY COPY (Y/N)	INI LOGO	PARTNER LOGO (WHERE APPLICABLE) (Y/N)	CTA (Y/N)
SOCIAL						
1080 x 1080px	Social in feed (static asset)	Yes	Yes	Yes	No - Partner to be tagged in post copy.	Yes, but not styled as a button
1080 x 1920px	Social story (in profile)	Yes	Yes	Yes	No - Partner to be tagged in post copy.	No - To be added during set-up
1200 x 630px	OpenGraph image	Yes	Yes	Yes	Yes	No
INI WEBSITE						
904 x 466px	News image	No	No	No	No	No
1280 x 348px (PNG)	Homepage banner	No	No	No	No	No
1248 x 120px	Landing page banner	Yes	Yes	No	No	Yes
576 x 385px	International campaign page banner	Yes	Yes	No	No	No
INI NEWSLETTERS						
580 x 276px	Lead article on 2MU	Yes	No	No	No	No
280 x 135px	Sub article on 2MU	Yes	No	No	No	No
580 x 276px	Dedicated ezine	Yes	No	No	No	No
INI VIDEOS						
1280 x 720px	Video tutorial chapter covers (YouTube)	Yes	No	No	No	No
280 x 163px	Video tutorial thumbnail	Yes	No	Yes	No	No
1280 x 720px (PNG)	Video tutorial thumbnail (YouTube)	Yes	No	Yes	No	No
INI INTERNAL CHANNELS						
580 x 276px	Lead Article on Newsweekly	Yes	No	No	No	No
280 x 135px	Sub Article on Newsweekly	Yes	No	No	No	No
nibusinessinfo.co.uk						
800 x 450px	Homepage banner	Yes	Yes	Yes	No	No
300 x 202px	Feature article on NIBI newsletter	Yes	Yes	Yes	No	Yes
NI CONNECTIONS						
1124 x 562px	Landing page banner	Yes	No	No	No	No

Paid formats

SPEC	FORMAT	HEADLINE(Y/N)	BODY COPY (Y/N)	INI LOGO	PARTNER LOGO (WHERE APPLICABLE) (Y/N)	CTA (Y/N)
SOCIAL						
1080 x 1080px	Social In Feed	Yes	Yes	Yes	No - Partner to be tagged in post copy.	No - To be added during set-up
1080 x 1920px	Social Story	Yes	Yes	Yes	No - Partner to be tagged in post copy.	No - To be added during set-up