Talkingdrum

Advertising Specifications & Sizes

TV COMMERCIALS VIDEO ADVERTS

Talkingdrum accepts television production video commercials for placement within our homepage and other pages for maximum visual and audio impact. Our homepage is designed with a specific advertising space for large fullscreen video that automatically plays when scrolled into view on your device. This video area is stunning when viewed on full view mode screen creating an absolute immersive experience that is responsive on mobile devices, tablets and desktop. Contact us for more information and spot placements.
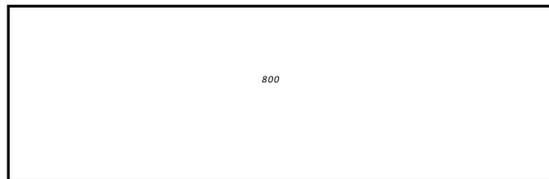
COVER/HOMEPAGE THUMB ADVERTS

Talkingdrum thumb adverts are placed strategically on our homepage along post summaries at first glance a viewer sees the page. Thumb adverts can also contain static graphics advert designs and video format adverts for television commercial of a duration of 60 seconds or less.

Graphic/Space sizes:

800x600px 1600x1200px @2x

When creating your adverts, you may use @2x for HIDPI, this method allows your creatives to be sharp and crystal clear on devices that support Hi Resolution. Our platform automatically scales them to fit and doubles the size of your creatives.

Sample

800

STATIC ADVERTS

Talkingdrum accepts static adverts for placement within our full-page posts. We use a grid format to allow adverts fit precisely within each post body without being too distracting for our readers while still being effective and impactful.

Static adverts are delivered in common graphic formats in Jpeg, Gif and Png files and can be submitted using our online tools. Our static advert sizes are unconventional from standard advert sizes because of its digital online origin.
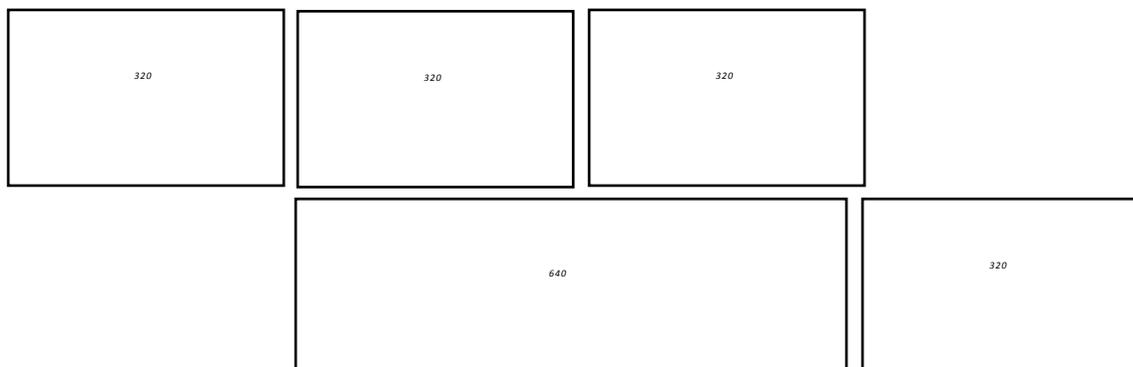
Our sizes are as follows:

320x180px-640x360px@2x

640x180px- 1280x360px@2x

960x180px-1920x360px@2x

When creating your adverts, you may also use @2x for HiDP as this method allows your creatives to be sharp and clear on devices that support Hi resolution. Our platform automatically scales them to size and doubles the size of your material.

Sample Grid

INTERACTIVE ADVERTS

Talkingdrum accepts adverts for placement within our full-page posts. We use a grid format so that adverts fits precisely in each post body without being distractive to readers while still being effective and impactful.

Interactive adverts are delivered in HTML5 files and can be submitted using our online tools or conventional methods.
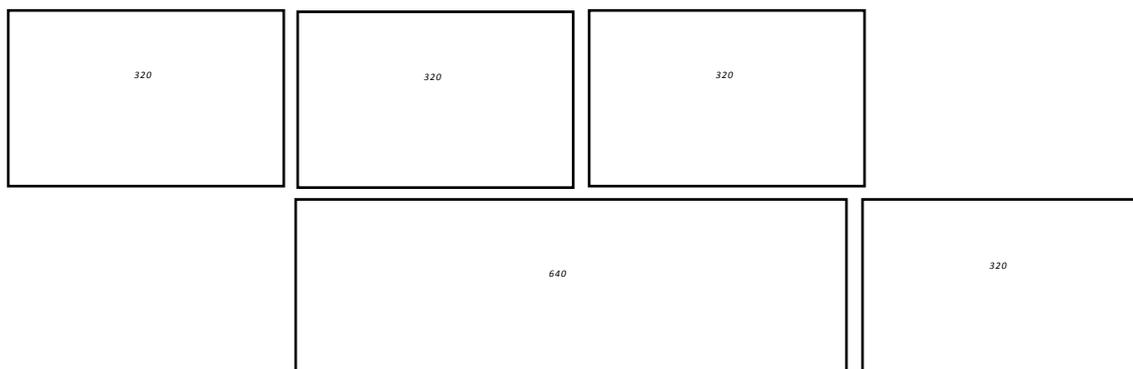
Our Sizes:

320x180px

640x180px

960x180px

Interactive adverts can contain animation, video, audio, images and so on, click through (CTA's) to URL destination to your product, service or offer. Please contact us for placements.

Sample Grid

INLINE INFOMERCIAL POST ADS

Talkingdrum inline infomercial post ads are served inline within full post articles. Inline post ads can support graphics and video.

Our inline post ads sizes for graphics in Jpeg, Gif and Png files:

960x180px

960x360px

960x540px

Video files are served via a link from your video service such as YouTube or Vimeo.

DYNAMIC FULL PAGE ADVERTS

Talkingdrum dynamic full page adverts are creatives designed to offer maximum impact .Advertisers can convey their messages with beautiful typography, images and graphics, destination, links, video, audio, animation and forms for data collection in one or more dedicated pages that opens up when clicked or tapped in its own viewport on desktops and mobile devices .

Full-page ads are **Shareable** on Social Media**,** eMail, Links and Embeddable on any website extending an advertisers reach.

Dynamic full page adverts are served below our full post. For more information, please contact us.

POST PAGE SHARING

Talkingdrum post pages are shareable on social media. Readers can share any dynamic post page on their social network and are linked back to our product when viewed.

CLASSIFIED ADVERTS

Talkingdrum classified adverts section provides you with adequate space for graphics and text to send a clear message to your target audience. Our platform will also integrate your business contact phone number and email addresses with mobile phone device compliant for calls or emails directly from your advert, this makes it user friendly for enquiries and immediate action. It is a stand alone section where our audience/page viewers can browse for your products and services free from any distraction.