



We also offer production of ad creatives for our advertisers

DIVESPACE

Ad Specs

DYK.DK
THE SCANDINAVIAN DIVE SITE

DYK.NET
THE SCANDINAVIAN DIVE SITE

MURKI PL
MAGAZYN

Ad specifications for DiveSpace media

This is an overview and specifications of the ads available across DiveSpace media

Ads for Web

We accept the following formats: jpg/jpeg, gif, png, PDF, Illustrator, Photoshop or Postscript documents. HTML5 animated ads should be delivered as packaged zip-files.

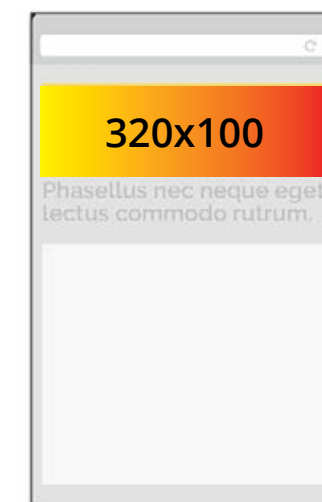
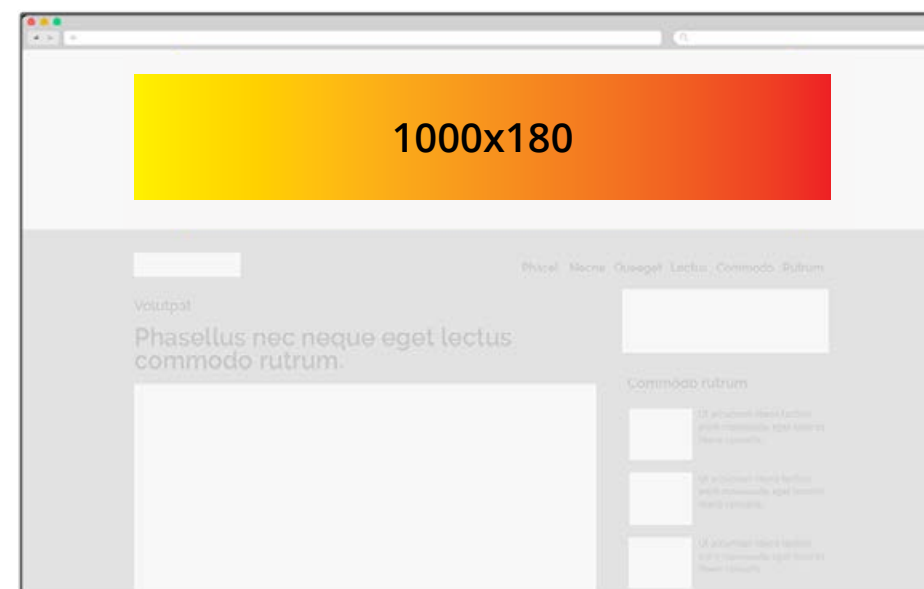


DIVESPACE

Megabanner (1000x180)

	Dimensions (1x)	Deliver in 2x size
Graphics for desktop	1000x180 px	2000x360 px
Graphics for mobile	320x100 px	640x200 px

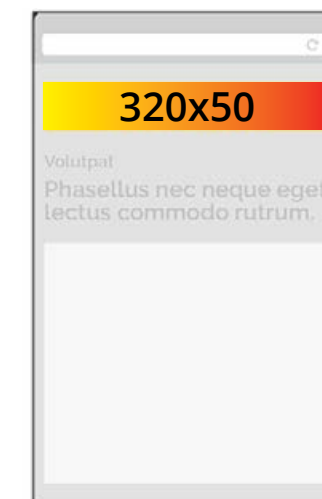
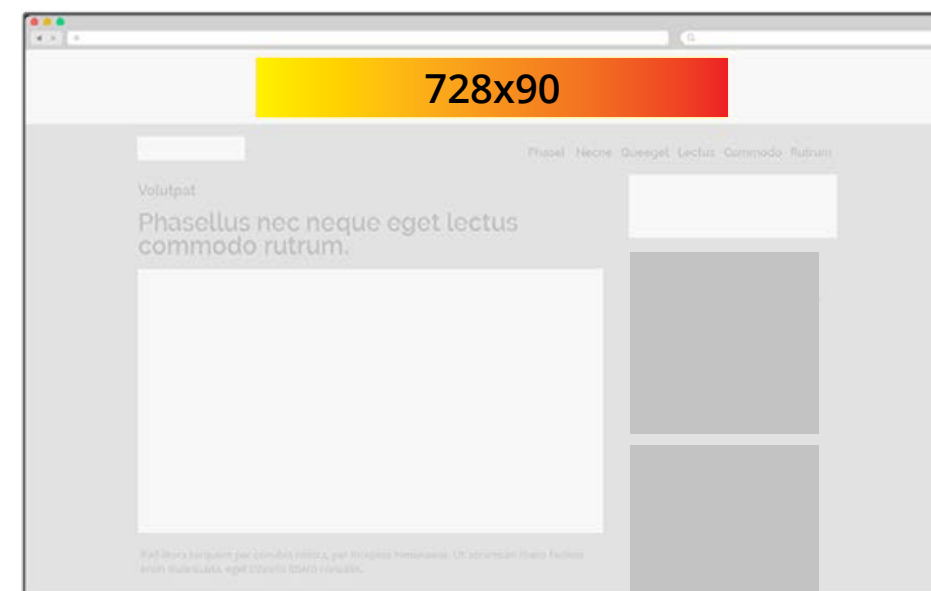
Please deliver the ads in both these sizes as they have different aspect ratio.



Leaderboard (728x90)

	Dimensions (1x)	Deliver in 2x size
Graphics for desktop	728x90 px	1456x180 px
Graphics for mobile	320x50 px	640x100 px

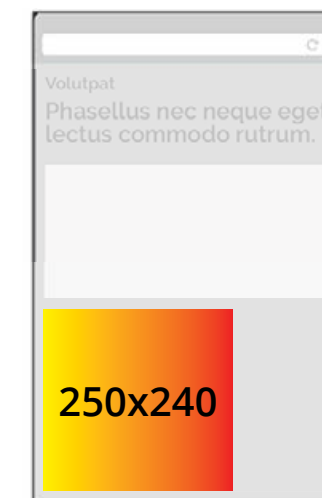
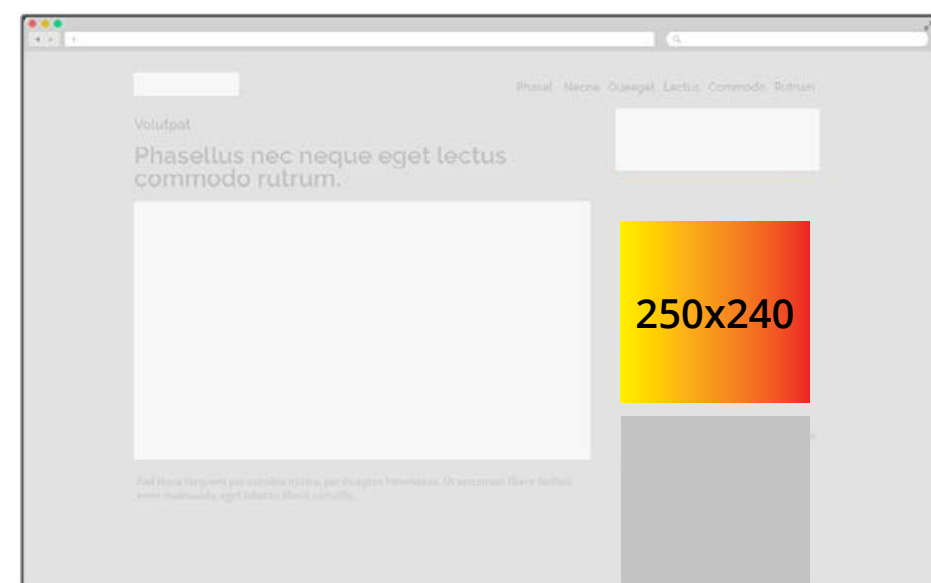
Please deliver the ads in both these sizes as they have different aspect ratio.



Block (250x240)

	Dimensions (1x)	Deliver in 2x size
Graphics for desktop	250x240 px	500x480 px
Alternative dimension	250x250 px	500x500 px

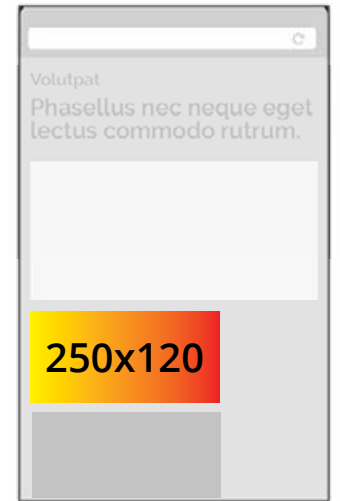
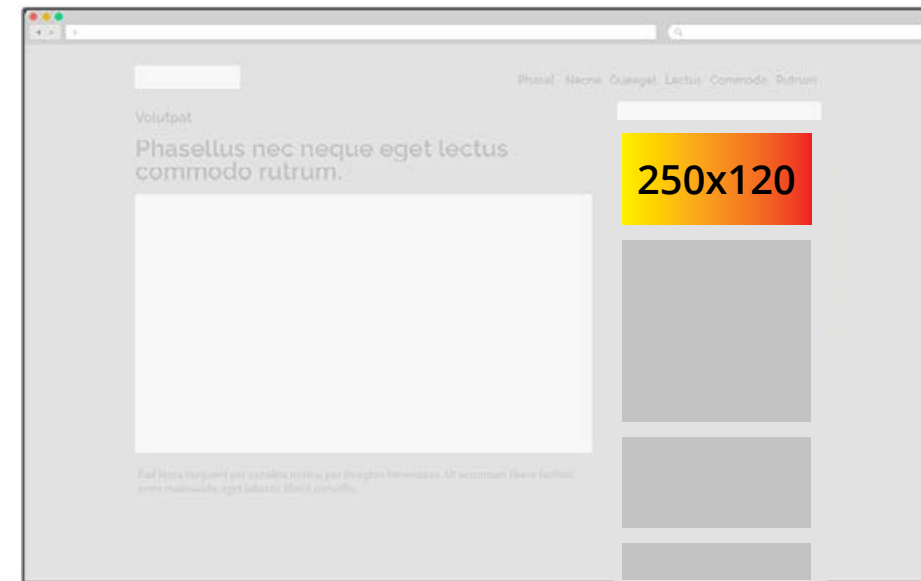
Only one size needed.



Half Block (250x120)

	Dimensions (1x)	Deliver in 2x size
Graphics for desktop	250x120 px	500x240 px
Alternative dimension	250x125 px	500x250 px

Only one size needed.



Animated web ads

For all web ads, animations are allowed in one of these two formats:

- **Animated gif**
Max. filesize: 1 MB
Max. loops: 3
Max. animation time per loop: 5 seconds.
- **HTML 5 animation**
Should follow Googles specifications for HTML5 ads.
Should be delivered as upload-ready, packaged zip-file.
Use this tool for validating the file berfore submitting to us: <https://h5validator.appspot.com/adwords/asset>

*We are happy to assist
you with professional
design of ads and other
marketing materials
Ask for an offer.*

Magazine Ads

DYK NetMag Danish Edition, DYK Netmag Swedish Edition, NURKI Magazyn Polish Edition

July 2019 we are introducing a new A4 upright magazine layout.

Formats

The materials should be delivered as PDF, PSD, AI or PNG/JPG in a minimum of 300 dpi.

See corresponding pixel sizes in the following tables.

Also supply web versions

Additional web ads should be supplied for display along our “easy read mode” view of articles.

Remember to supply the full clickthrough URL for each add (where do you want the reader to go when your add is clicked?).

1/1 210x297 mm

1/2 190x134 mm

1/4 90x134 mm

EQUIPMENT NEWS



SUPERHERO

GoPro Hero 3

GoPro sets the standard in many action sports when it comes to a small, sturdy camera for shooting video and photos in extreme situations. And because the small camera comes in a housing that's waterproof to 60 metres (196 feet), many people take the GoPro underwater, too. GoPro's newest model, the Hero 3, is 30 percent smaller and 25 percent lighter than its predecessor and shoots videos and photos in both higher resolution and slower slow motion. The new model comes with a flat-port housing so underwater images stay sharp, making it perfect for divers.

White, silver and black editions are available, and black is the most advanced since it has a built-in wi-fi remote control and can also sync via smartphone. The black version can also record 1080p HD at 60 frames per second or 720p resolution at 120 frames per second. Impressed.

www.gopro.com

LIGHT HEAVYWEIGHT

Mares Hybrid She Dives

The Hybrid is a very practical, lightweight and compact travel BCD that provides superb lifting capabilities. It lends itself to use with both a 3mm shortie and a dry suit, making it a perfect BCD for diving in both warm and cold-water environments. The key feature of the Mares Hybrid BCD is its foldable backpack system - a hinged system that allows the BCD to be easily folded for travel. And thanks to its compact and lightweight design, it won't take up too much space in your luggage. The BCD has an integrated MRS (Mechanical Release System) weight pocket system and rear trim weight pockets that can hold an additional 2.5 kilos each of non-ditchable lead.

www.mares.com



Full page (210x297 mm)

	Dimensions (1x)	Deliver in
Graphics for magazine layout	210x297 mm	>2520x3540px
Version for "easy read" mode	250x240px	500x480px*

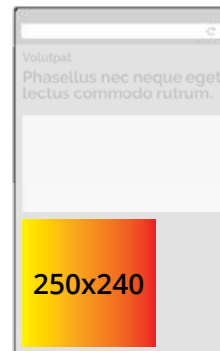
* Refer to the Block ad size in the Web Ads section for supplying a web version of the ad.



Half page (190x134 mm)

	Dimensions (1x)	Deliver in
Graphics for magazine layout	190x134 mm	>2244x1584px
Version for "easy read" mode	250x240px	500x480px*

* Refer to the Block ad size in the Web Ads section for supplying a web version of the ad.



Quarter page (90x134 mm)

	Dimensions (1x)	Deliver in 2x size
Graphics for magazine layout	90x134 mm	>1064x1584px
Version for "easy read" mode	250x120px	500x240px*

* Refer to the Half Block ad size in the Web Ads section for supplying a web version of the ad.

