

LSULOUGHBOROUGH
STUDENTS'
UNION

LSU MEDIA DIMENSIONS

DIGITAL MEDIA

PLATFORM	DIMENSIONS (PX)	SIZE	FORMAT	LINK
WEB BANNER	460 (w) x 160 (h)	1.5mb max	PNG / GIF	Link to site or landing page
DIGITAL SCREEN (STATIC)	1920 (w) x 1080 (h)	128mb max	JPEG	N/A
DIGITAL SCREEN (ANIMATED)	1920 (w) x 1080 (h)	10 seconds max 128mb max	MP4	N/A
E-NEWSLETTER	600 (w) x 150 (h)	1mb max	PNG / GIF	Link to site or landing page

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SOCIAL MEDIA

PLATFORM	DIMENSIONS (PX)	CHARACTER COUNT	ADDITIONAL INFO
FACEBOOK	1,200 (w) x 630 (h)	140 character maximum recommendation, excluding '#ad' and website link	For Competitions and Markets Authority (CMA) compliance please ensure all promotional social media messaging includes #ad
TWITTER	1,200 (w) x 675 (h)	140 character limit, including '#ad' and website link	As above
INSTAGRAM	1080 (w) x 1080 (h)	140 character maximum recommendation, excluding '#ad', hashtags and website link	As above
INSTAGRAM STORY	1080 (w) x 1920 (h)	N/A	As above include link for swipe up