

Royal College of Nursing Web Advert Specifications

Home Page Button www.rcn.org.uk

Advert 1
[120 x 240
pixels]
<19KB Gif /
Jpeg]

All other pages

Advert 2
[125 x 125 pixels]
< 19KB Gif / Jpeg

A target URL must be provided for your advert; given the RCN website is fully accessible by the general public, all URL's should follow the necessary Codes of Practice. Company websites should clearly distinguish where information is directed at the public and health professionals respectively.

All adverts must align with the Advertising Standards Agency and their Codes of practice <http://www.asa.org.uk/>

Prescription only medications must state 'Intended for Healthcare Professionals' on the button and on any Product Information.

Please note: In line with RNIB guidelines the advert images must come to a halt after 2-3 cycles. The speed with which the images change states must be 4 / 5 seconds minimum per state.