



# GUIDELINES FOR BBC WORLD SERVICE TOPLINE STATION ADS

## GUIDELINES FOR ALL ADS



STATION AIR TIME GOES HERE  
IN THE FOLLOWING:

- Gill Sans - Regular
- white
- Align/Center copy with “WEEKDAYS AT”
- Denote airing times with “AM” or “PM”

## FONT SIZES FOR AIR TIMES:

Place the air time in the font size denoted so it matches the text of “WEEKDAYS AT” for each ad size.



Web Tile: 300x250

Gill Sans - Regular  
**3.68 pt**

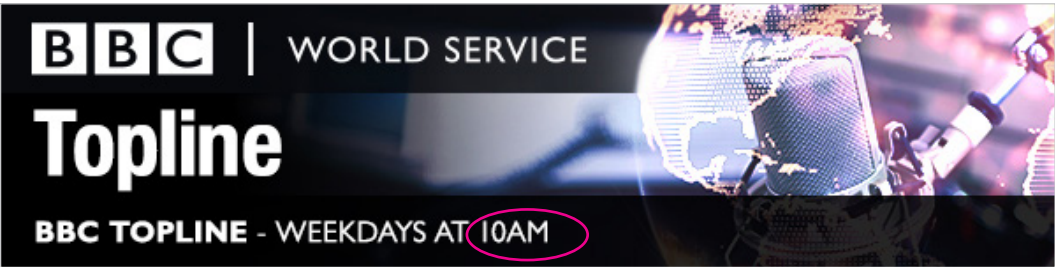


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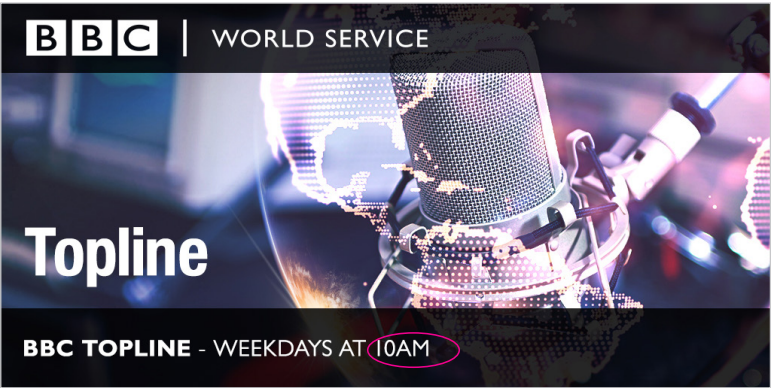
Web Tile: 728x90

Gill Sans - Regular  
**3.5 pt**



Web Tile: 600x150

Gill Sans - Regular  
**4 pt**



Twitter Post: 1024x512

Gill Sans - Regular  
**7 pt**



885x500

Gill Sans - Regular  
**6.5 pt**