



GUIDELINES FOR BBC WORLD SERVICE 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 "A.M." or "P.M."

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

14 pt



GUIDELINES FOR BBC WORLD SERVICE STATION ADS



Web Tile: 728x90

14 pt



Web Tile: 600x150

16 pt



Twitter Post: 1024x512

12 pt



Facebook Ad: 1200x628

14 pt