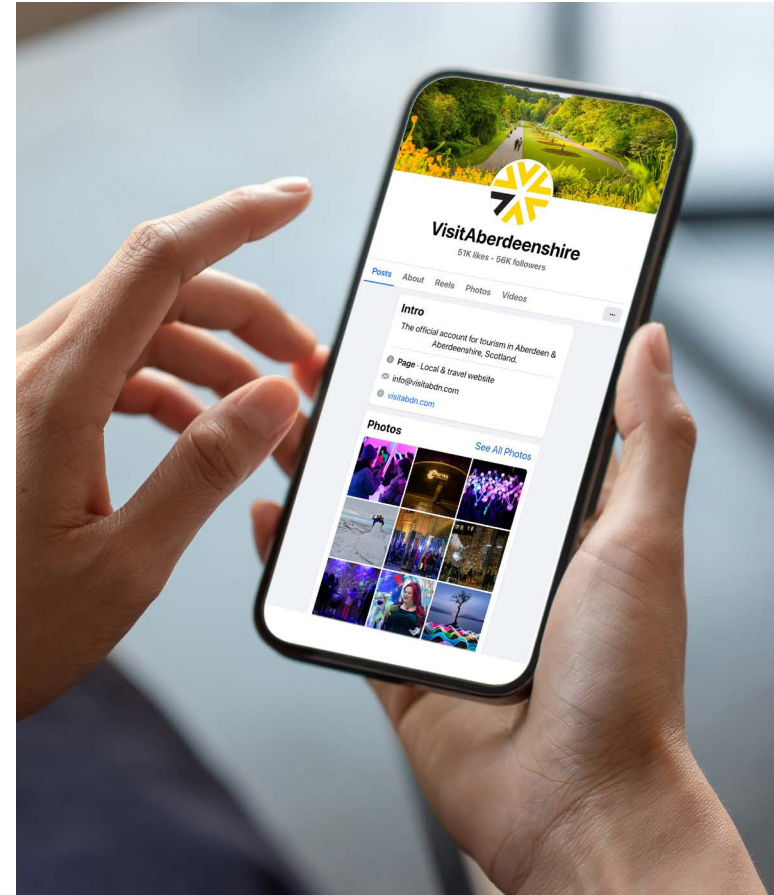
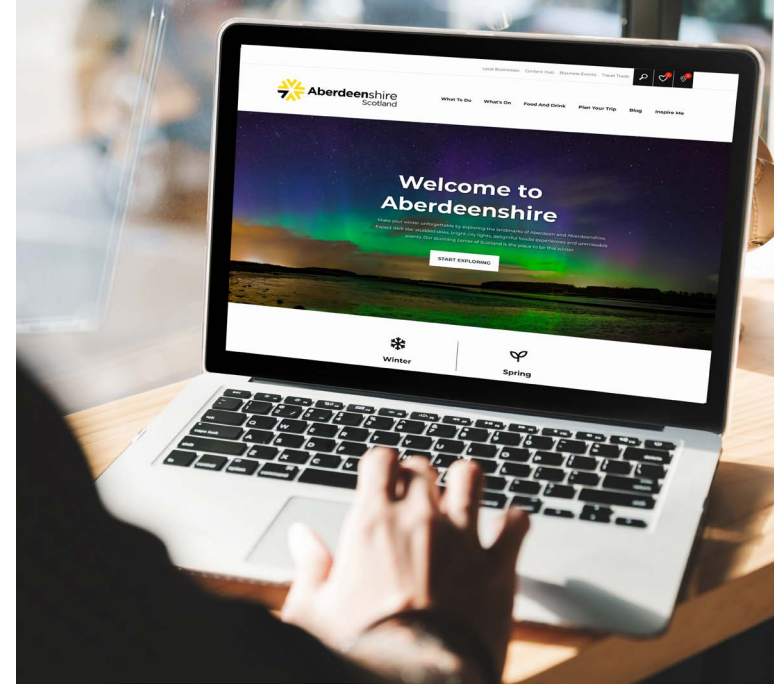




Digital Advertising Technical Specifications



Social media package

Facebook

- Images must be supplied in JPEG or PNG format, no larger than 4MB.
- Recommended image size is 1200 pixels x 630 pixels and should be consistent across all supplied images.
- Minimum of one image required for your Facebook post.
- Provide hashtags and links for tagging in the post.
- There is no specific word count for social media copy however, shorter and snappier posts tend to work well on our feed. Check out VisitAberdeenshire's social channels for reference.
- **Copy deadline: five working days prior to publication.**
- **All copy and artwork should be sent to opps@visitabdn.com**



VisitAberdeenshire

Published by Hayley McNab · January 22 ·



Based on the best-selling novel by Yann Martel, the five-star hit show, Life of Pi comes to the beloved [His Majesty's Theatre](#)

With jaw-dropping visuals and world-class puppetry the story follows Pi, stranded on a lifeboat after a treacherous storm with four other survivors – a hyena, a zebra, an orangutan, and a Royal Bengal tiger.

The theatrical wonder has stunned audiences around the world and comes to Aberdeen for one week only. Book your tickets for the Broadway and West End smash now!

<https://bit.ly/42aRnXX>

#AD #HisMajestysTheatre #Aberdeen #LifeOfPi #VisitABDN #BeautifulABDN



1200 pixels
x 630 pixels

Social media package

Instagram

- Minimum of three varied images for Instagram stories.
- Instagram story image size is 1080 wide x 1920 pixels high (portrait style image) to fit proportionally across the screen.
- Images must be supplied in JPEG or PNG format, no larger than 4MB.
- Please provide assets and copy (including a call to action - what do you want people to do next: Book now, Visit our website etc).
- Include hashtags and links for tagging in the post.
- Images provided should show variation of your offering, please do not include repetitive imagery. For example, an accommodation provider could include a mix of exterior, interior as well as surrounding landscape shots, as this is what engages our audience.
- **Copy deadline: five working days prior to publication.**
- **All copy and artwork should be sent to opps@visitabdn.com**



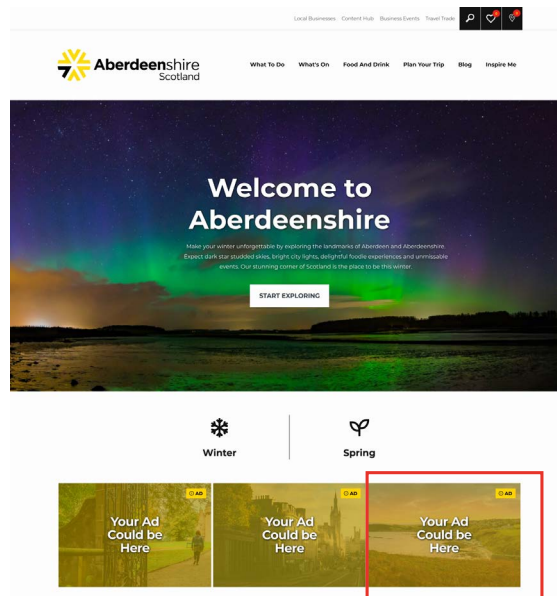
1080 wide x 1920 pixels high

Website

Homepage, What's On page and Cruise landing page

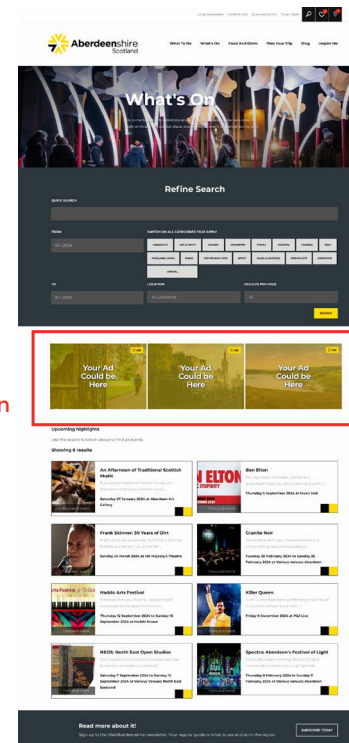
- Advert size: 390 pixels wide x 270 pixels high
- Files must be supplied in JPEG or PNG format, no larger than 4MB.
- Please provide a URL (link to your website or landing page).
- **Copy deadline: five working days prior to publication.**
- **All copy and artwork should be sent to opps@visitabdn.com**

Homepage

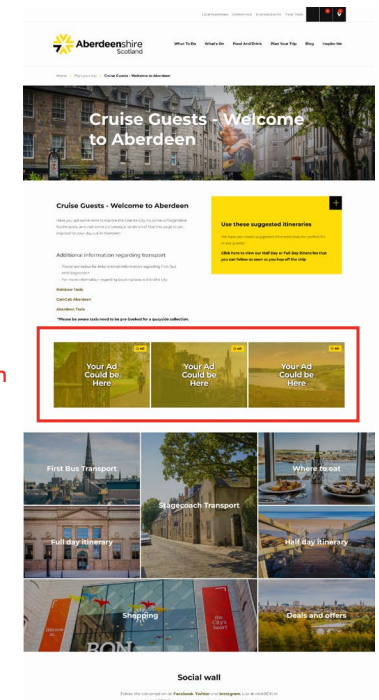


Advert size
390 wide x 270 high

Advert position on the What's On page



Advert position on the Cruise landing page



Blog/advertorial

- Images must be supplied in JPEG or PNG format, no larger than 4MB.
- Recommended word count is approximately 300 words.
- Please provide a URL (link to your website or landing page).
- **Copy deadline: 10 working days prior to publication.**
- Please follow our social media package guidelines for the advertorial's accompanying social post.
- **All copy and artwork should be sent to opps@visitabdn.com**

Home > Blog > Celebrating Ten Years of Spectra, Scotland's Festival of Light



Celebrating Ten Years of Spectra, Scotland's Festival of Light

23 January 2024

Spectra, Scotland's Festival of Light, is nearly upon us! Celebrating its 10th anniversary in 2024 the Aberdeen light festival will bring a spectacular programme of free artworks and performances to the city from 8 – 11 February.

Inspired by the theme of 'Connections', this year's festival will be connecting the city through spectacular light installations, transforming its beloved and iconic locations with interactive artworks, eye-catching projections, and even live fire performers, filling the city centre with music, sound, and dance. It's the perfect time to visit Aberdeen for a weekend break, and here are some of the wonderful highlights you'll find in the programme.



Image credit: Continuum by illumaphonium photographed by Andre Pattenden

Newsletter

Newsletter banner advert

- Files must be supplied in JPEG or PNG format, no larger than 4MB.
- Banner size: 700 pixels wide x 354 pixels high.
- Unless using purely photographic imagery, banner artwork must be created and supplied ready for publication.
- Please provide a URL (link to your website or landing page).
- File sizes larger than 10MB should be shared via a transfer site such as WeTransfer/OneDrive and not sent via email.
- **Copy deadline: five working days prior to publication.**
- **All copy and artwork should be sent to opps@visitabdn.com**

Dedicated newsletter:

- All assets and copy should be provided ten working days prior to publication to allow for curation, proofing and scheduling.
- The newsletter's target audience breakdown and call to action should be discussed with VisitAberdeenshire, and should be provided with the assets.

Newsletter header
700 pixels wide by
354 pixels high

Newsletter
block 250 pixels
wide by 272 pixels high

Newsletter banner
advert 700 pixels
wide by 354 pixels
high



Copy should be supplied by businesses, and the recommended word count is between 200 and 400 words

Industry newsletter

- Files must be supplied in JPEG or PNG format, no larger than 4MB.
- Advert size 1184 pixels wide x 264 pixels high.
- Unless using purely photographic imagery, banner artwork must be created and supplied ready for publication.
- Files larger than 10MB should be shared via a transfer site such as WeTransfer/OneDrive and not sent via email.
- **Copy deadline: five working days prior to publication.**
- **All copy and artwork should be sent to opps@visitabdn.com**



The countdown to Easter is on and while lighter and longer days prompt us to cast an eye towards the summer, March - which is also Scottish Tourism Month - is also an optimal time to assess what might be influencing all things travel and tourism for the foreseeable future. Next week's Scottish Tourism Signature Conference, taking place here in Aberdeen is an excellent opportunity to hear from a wide range of industry experts and policy leaders, while our own report into consumer motivations and preferences should provide useful insight for any business plan.

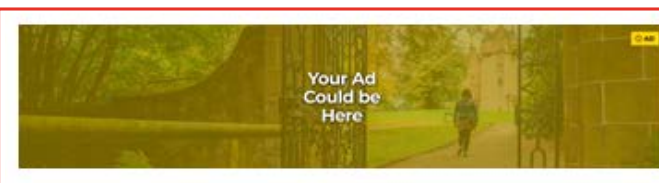
Chris Foy

Latest insights on consumer preferences and motivations

Every Autumn, VisitAberdeenshire carries out research with a sample of 1,600 UK adults drawn from across the UK. We delve into their holiday preferences, top activities, inspiration and information sources and how they perceive Aberdeen and Aberdeenshire in comparison to other urban and rural destinations.

We use this research to inform our marketing activity and to help us understand potential visitors in more detail. We have produced a factsheet, together with a more in-depth slide deck, to allow you to browse and explore the findings. You can find these [here](#).

If you have any questions on the research or wish to discuss any insights you might need, do get in touch: insights@visitabdn.com.

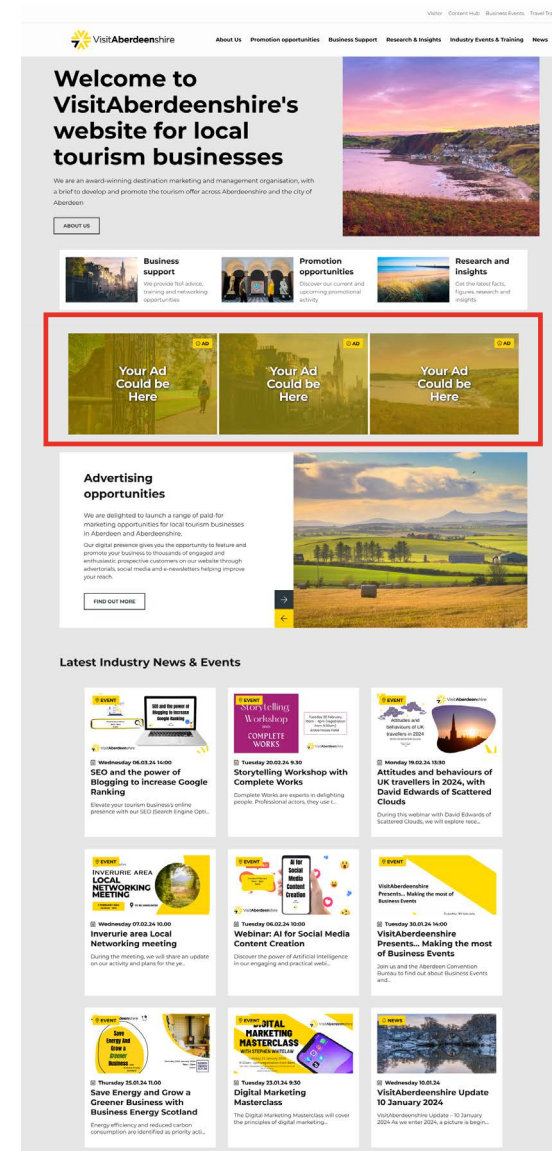


Newsletter base ad
1184 pixels wide by
264 pixels high

Industry website advertising

- Advert size: 390 pixels wide x 270 pixels high.
- Files must be supplied in JPEG or PNG format, no larger than 4MB.
- Please provide a URL (link to your website or landing page).
- **Copy deadline: five working days prior to publication.**
- **All copy and artwork should be sent to ops@visitabdn.com**

Advert placement





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 c/o P&J Live
 East Burn Road
 Aberdeen
 AB21 9FX

Email - opps@visitabdn.com

www.visitabdn.com

#VisitABDN #BeautifulABDN



Above and beyond

