



# Digital promotion bookings

This document explains where promotional slots are available on the website, their sizes and how they are allocated. It must be used in conjunction with:

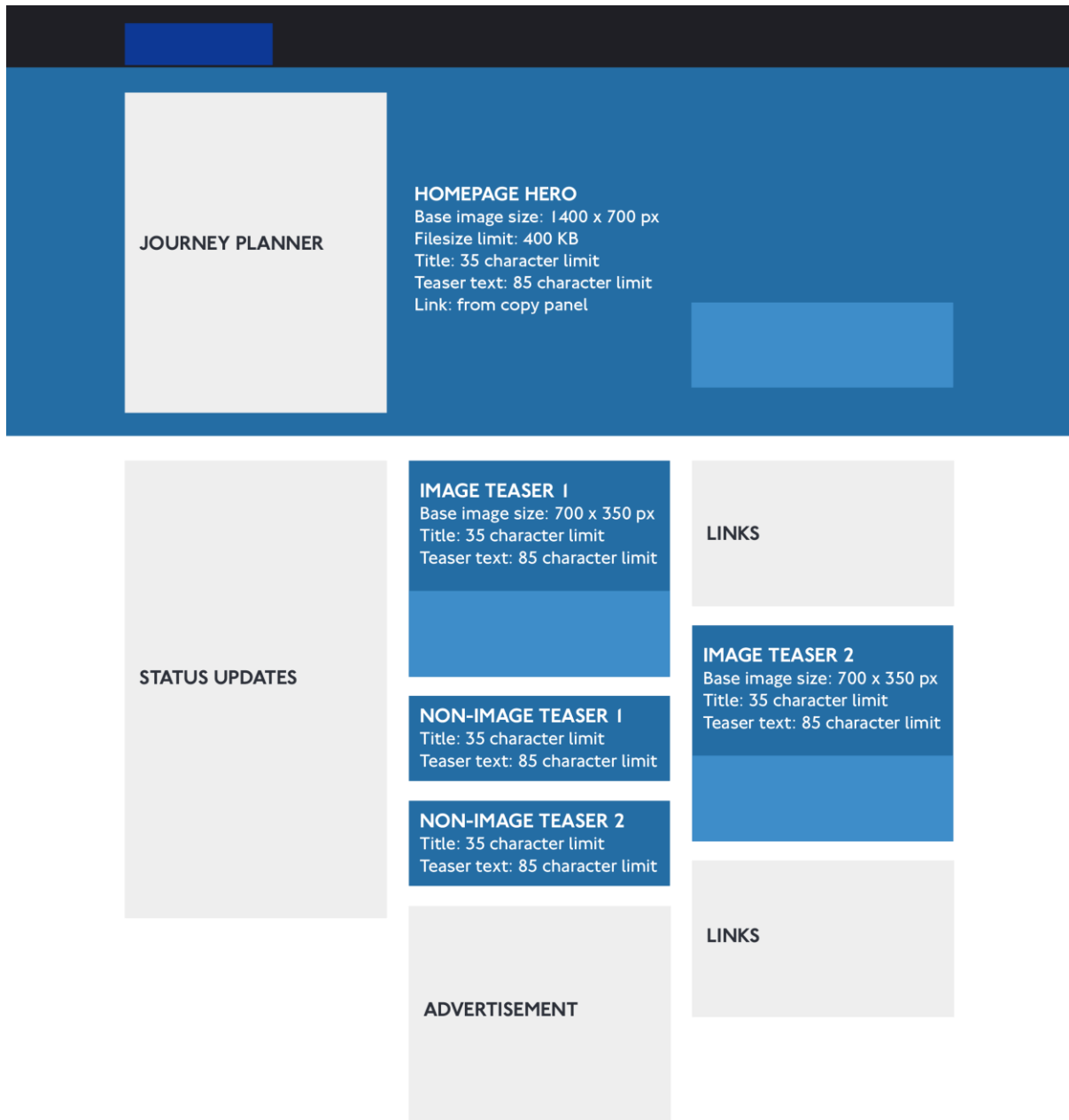
- [Digital photography standard](#)

## Audience

- Content owners
- Relationship managers
- Writers and editors
- Designers
- Marketers

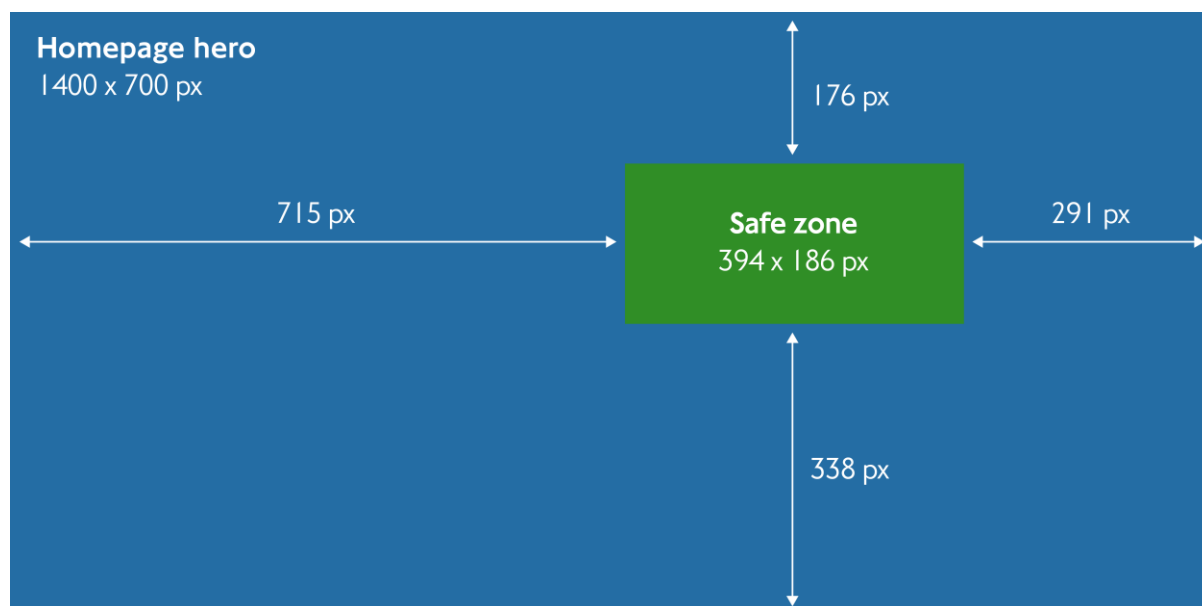
# Homepage

Five promotion slots on the homepage are available for booking and details are shown in the following diagram:



## Homepage hero - Dimensions and safe zones

The responsive construction of the site means that some areas of the hero image may not be visible at certain screen sizes. The diagram below illustrates the safe zone, which will be unobstructed for screen widths ranging from 600px up to 1680px. The area will remain visible for screens up to 1920px wide, although there will be no padding around content.

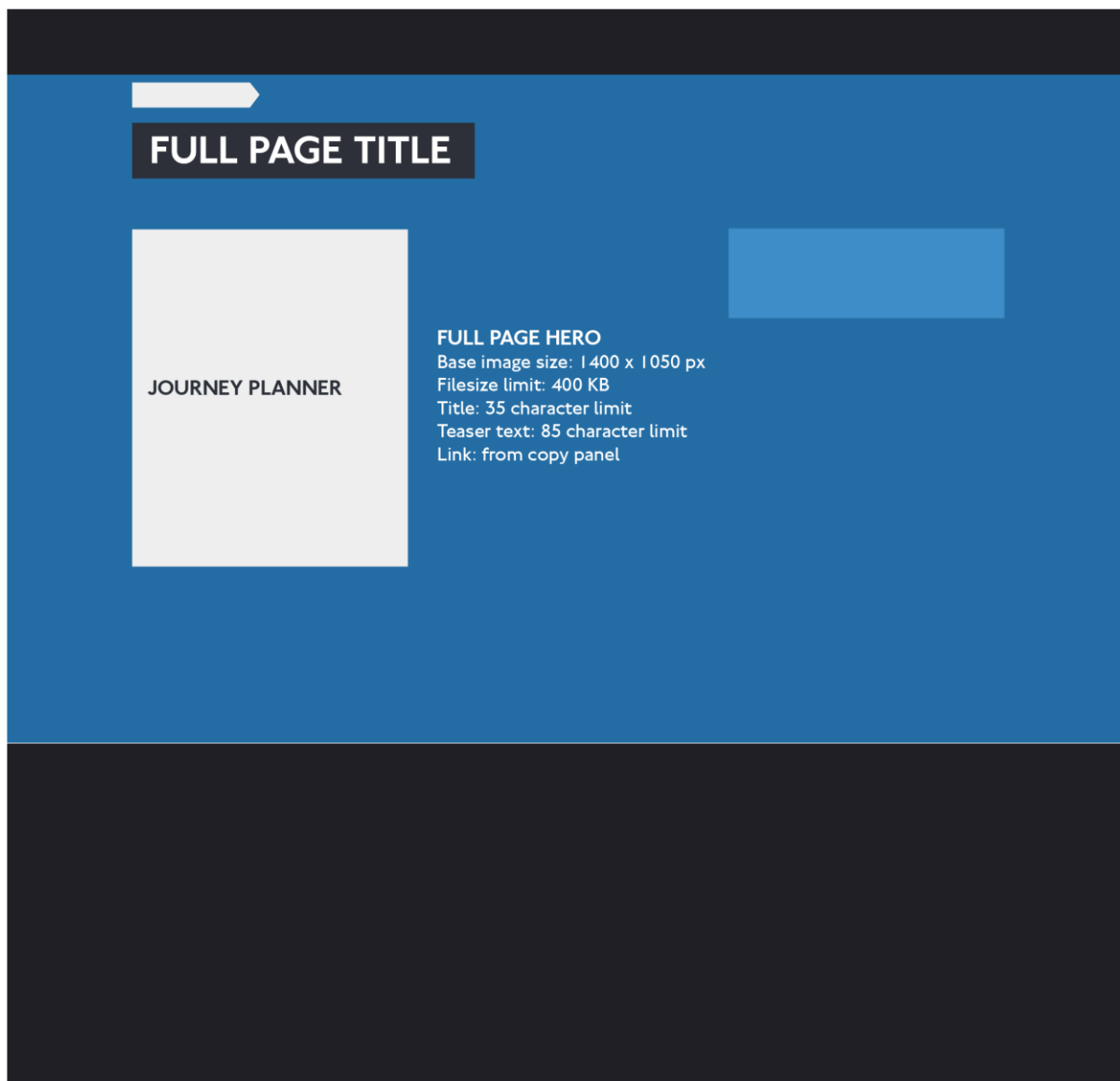


### Design specification

- This slot works best with simple, clean imagery
- No copy should be placed on the image. When scaling occurs text can become illegible. Copy will be inserted into HTML call to action box.
- Any logos or focal points should be positioned inside the safe zone, to ensure optimum layout
- Please avoid using any pattern that will interfere with the overlaying journey planning modules (such as white horizontal bands)
- Please avoid use white or a light grey (#EEE) as a background colour

## Full page - Plan a journey, Station, stops and piers or Timetables pages

Each full width page has one promotion slot, and details are shown in the following diagram:



## Full page hero - Dimensions and safe zones

The responsive construction of the site means that some areas of the hero image may not be visible at certain screen sizes. The diagram below illustrates the safe zone, which will be unobstructed for screen widths ranging from 600px up to 1680px. The area will remain visible for screens up to 1920px wide, although there will be no padding around content.



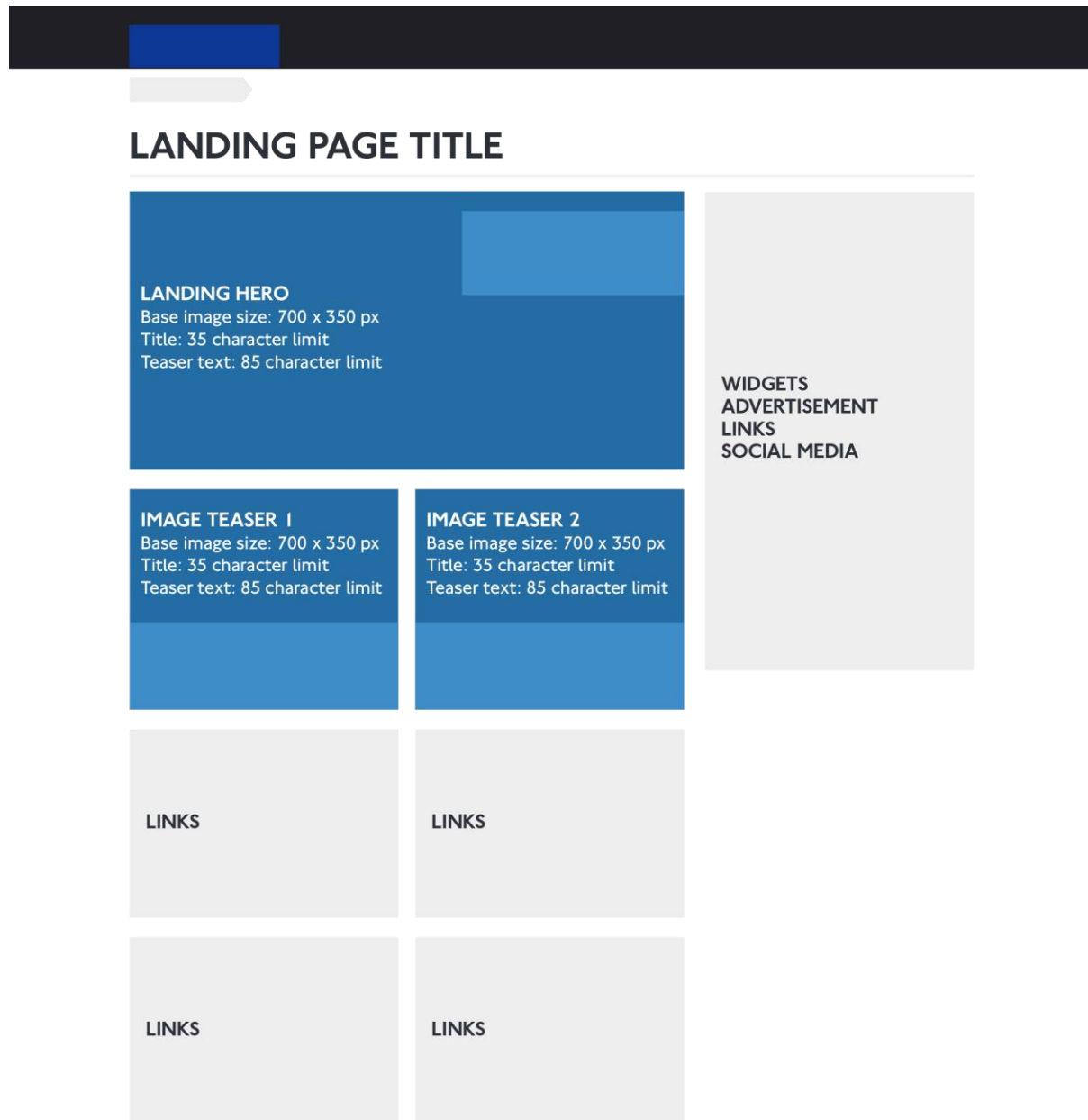
### Design specification

- This slot works best with simple, clean imagery
- No copy should be placed on the image. When scaling occurs text can become illegible. Copy will be inserted into HTML call to action box.
- Any logos or focal points should be positioned inside the safe zone, to ensure optimum layout

- Please avoid using any pattern that will interfere with the overlaying journey planning modules (such as white horizontal bands)
- Please avoid use white or a light grey (#EEE) as a background colour

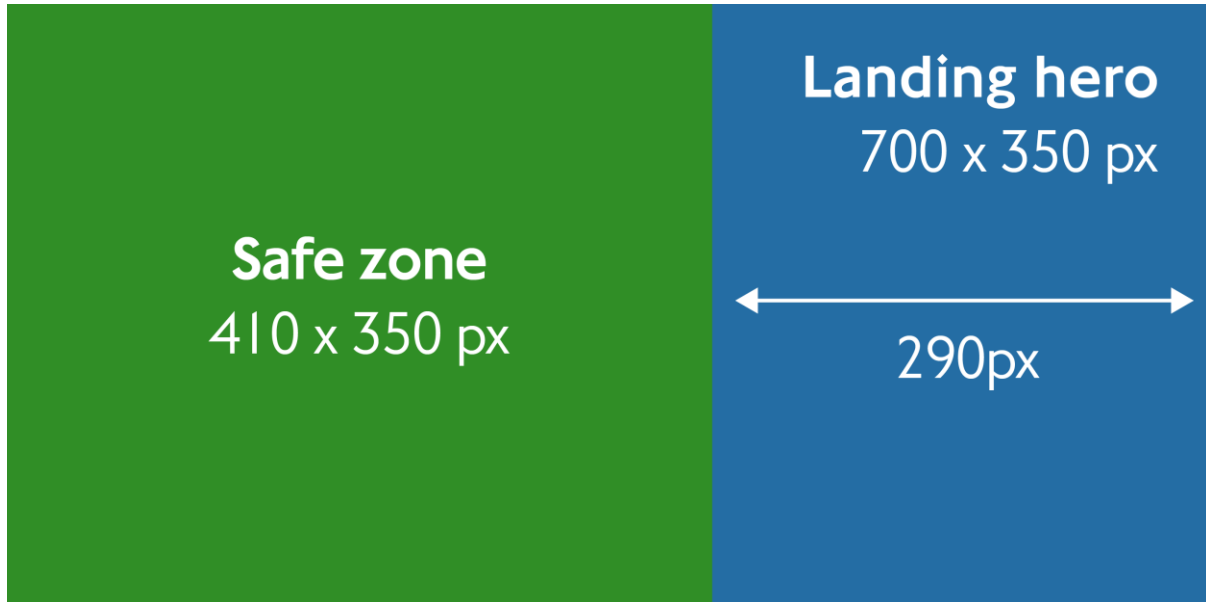
# Modal landing pages

Each modal landing page has three promotion slots available for booking, and details are shown in the following diagram:



## Landing page hero - Dimensions and safe zones

The safe zone area will be unobstructed for screen widths ranging from 600px (tablet) up to 1680px (current desktop). The area will remain visible for screens up to 1920px wide, although there will be no padding around content



### Design specification

- This slot works best with simple, clean imagery
- No copy should be placed on the image. When scaling occurs text can become illegible. All copy should be inserted into HTML call to action box.
- Any logos or focal points should be positioned inside the safe zone, to ensure optimum layout
- Please avoid use white background colour



## How slots are allocated

The process for booking a promotional slot:

- Slots can be requested by completing the form at the end of this document and submitting to [digital@tfl.gov.uk](mailto:digital@tfl.gov.uk)
- Slots that are also used for commercial bookings must be requested via [digitaladvertising@tfl.gov.uk](mailto:digitaladvertising@tfl.gov.uk) (Homepage hero and the full page slots on Journey Planner, Stations, stops & piers and Timetables)
- Imagery at the required size should also be provided along with the form
- The content team will schedule the request
  - Promotional slots are partially allocated to commercial and partner advertising
  - We will try to give you the slot you want when you want it, but if there is competition for a particular slot, TfL Online will take the final decision
  - We sometimes have to move or change promotions at the last minute so a booking is not a guarantee that your promotion will happen
- Once the slot is scheduled the content team will edit the copy as required before approving
- Once the slot is scheduled the design team will review the creative and may recommend amends before approving
- The content team creates and uploads the promo on the relevant slot(s) at the agreed time and date
- Content team removes the promo at an agreed time and date

# Slots available for booking

The following slots are available to book:

- Homepage hero
- Homepage image teaser 1
- Homepage image teaser 2
- Homepage non-image teaser 1
- Homepage non-image teaser 2
  
- Full page hero – Journey Planner
- Full page hero – Station, stops and piers
- Full page hero – Timetables
  
- Modal primary teaser ('Landing hero')
- Modal secondary teaser 1 ('Image teaser 1')
- Modal secondary teaser 2 ('Image teaser 2')

# Assets required for booking

## Images

For all slots you must provide:

- A layered PSD file of the image (so that we can make minor changes if the image doesn't work in the slot)
- The image in the standard format (eg JPEG) at the correct dimensions
- For hero slots, we also need a 700x350px version of the image (so that we can give you an alternative slot if we need to make last-minute schedule changes)

## Copy

You must provide:

- A proposed title (headline) no more than 35 characters (including spaces)
- Teaser text no more than 85 characters (including spaces)

We will edit this copy to work as an online teaser. All teasers include:

- A call to action. This can be in either the title or teaser text but must promote an action, such as 'Find out more about x', 'Apply for y', etc
- A description of the destination of the link. On print or posters, an entire message can often be communicated in full. In an online promo, you are inviting the customer to click through for the full message. We must make it very clear what is on the other side of the link before they will follow it and misinforming them can break trust

Like a good email subject line, use a simple headline that 'does what it says on the tin' – don't be clever, be clear. A creative headline that works on a poster (in conjunction with the image and further copy) may not work here.

We always rewrite copy that doesn't meet these requirements so you may want to ask us what will work when you are creating the initial assets.

## Promotional slot booking form

<b>Name</b>	
<b>Phone number</b>	
<b>Email</b>	
<b>Cost centre</b>	
<b>Subject / campaign name</b>	
<b>Slot (s)</b>	
<b>Start date</b>	
<b>End date</b>	
<b>Title (max 35 characters)</b>	
<b>Teaser text (max 85 characters)</b>	
<b>URL / target page</b>	

# Checklist

## Homepage and full page hero

- Does your image adhere to our safe zone restrictions?
- Does your image follow our design specification?
- Have you provided your image in the correct size and format?
- Have you provided your image in the standard size (700x350px) ?
- Have you provided a layered PSD file?
- Does your title and teaser text meet the character limits?
- Does your copy have a call to action?
- Does your copy adequately describe the destination of the link?

## Landing hero

- Does your image adhere to our safe zone restrictions?
- Does your image follow our design specification?
- Have you provided your image in the correct size and format?
- Have you provided a layered PSD file?
- Does your title and teaser text meet the character limits?
- Does your copy have a call to action?
- Does your copy adequately describe the destination of the link?

## Teaser

- Have you provided your image in the correct size and format?
- Have you provided a layered PSD file?
- Does your title and teaser text meet the character limits?
- Does your copy have a call to action?
- Does your copy adequately describe the destination of the link?

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**Type:** Standard  
**Owner:** TfL Online Compliance  
**Department:** TfL Online

#### Version History

Version	Date	Summary of changes
1.0	20/11/2013	First issue
2.0	12/08/2014	Removal of duplicate information that is contained within the Digital Advertising Standard and minor amendments to the form.
2.2	24/09/2015	Update of safe zone information and imagery

#### Review History

Name	Title	Date	Comments
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