

# **lastminute.com** **homepage takeover** **guidelines**

# option 1

- maximum of four areas can be used for advertisements (sizes illustrated below & fixed placements to the right)
- gif, animated gif, jpg & flash formats allowed
- customer experience team should review proposed homepage takeover designs

## advert sizes

Ad 1 (option 1)  
468px x 60px

Ad 2  
620px x 60px

Ad 3  
300px x 250px

Ad 4  
728px x 90px

lastminute.com

Call us: 0871 222 5969

home

travel

entertainment

experiences

destinations

deals

search:

go

sawubona fred! ('welcome' in swahili). why not book a holiday in kenya?

join the fun

Invite your mates to a beach villa this summer. There's so much fun to be had!

summer sun breaks

Ad 2  
620px x 60px

tempting ideas for activities & getaways

this weekend

next week

this month

dinner in london fr £28

french alps fr £328

london eve flights fr £28

thinking of going away?

summer holidays

kick back in sunny barbados from £550

4\* los angeles fly & drive from £680

explore florida's everglades from £899

4\* thailand island paradise from £550

3\* crete from £550

city breaks

adventure holidays

thinking of going away?

summer holidays

kick back in sunny barbados from £550

4\* los angeles fly & drive from £680

explore florida's everglades from £899

4\* thailand island paradise from £550

3\* crete from £550

city breaks

adventure holidays

top destinations

europa

worldwide

paris from £119

milan from £79

munich from £245

geneva from £339

edinburgh from £69

paris from £119

milan from £79

munich from £245

geneva from £339

edinburgh from £69

thinking of going out?

4\* sunny barbados from £550

3\* toronto fly & drive from £680

4\* florida's everglades from £899

more summer holiday deals

thinking of going out?

4\* sunny barbados from £550

3\* toronto fly & drive from £680

4\* florida's everglades from £899

more summer holiday deals

help us to improve

Ad 4  
728px x 90px

shopping basket

your account

customer support

search:

holidays

flight + hotel

flight only

hotel only

car hire

eurostar

restaurants

entertainment

(theatre, attractions, comedy, etc.)

flight + hotel

leaving from: london - all airports

going to: pick from our top 10 >>

leaving date: 22 august

leaving time: anytime

return date: 23 august

return time: anytime

direct flights only

adults: 2

seniors: 0

children: 0

infants: 0

(2-11)

(0-2)

search

advertisement

Ad 3  
300px x 250px

newsletter signup

Subscribe to newsletters and custom-made alerts: you'll never miss the deals that'll rock your world.

enter your email address

go

useful links

customer support

journey planner

car hire

gaming

gaming

your account

site map

travel insurance

bingo

gaming

site map

your contract

terms & conditions

privacy

affiliates

about us

jobs

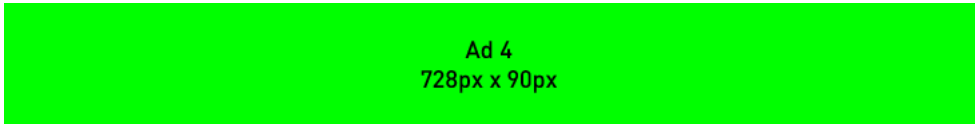
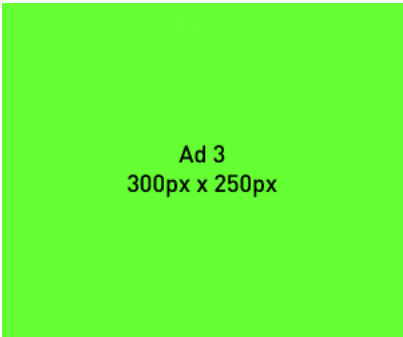
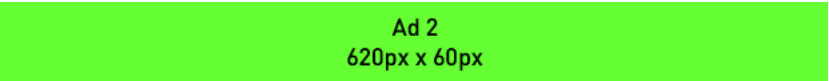
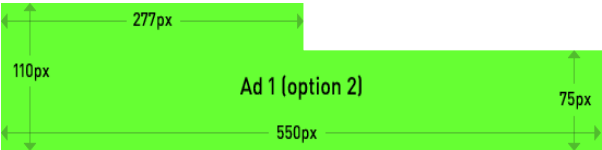
accessibility

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# option 2

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## advert sizes



lastminute.com

277px

110px

550px

75px

Ad 1 (option 2)

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deals

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summer sun breaks

Ad 2  
620px x 60px

tempting ideas for activities & getaways

this weekend

next week

this month

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city breaks

adventure holidays

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4\* los angeles fly & drive from £680

explore florida's everglades from £899

4\* thailand island paradise from £550

3\* crete from £550

city breaks

adventure holidays

top destinations

europe

worldwide

paris from £119

milan from £79

munich from £245

geneva from £339

edinburgh from £69

paris from £119

milan from £79

munich from £245

geneva from £339

edinburgh from £69

thinking of going out?

4\* sunny barbados from £550

3\* toronto fly & drive from £680

4\* florida's everglades from £899

more summer holiday deals

thinking of going out?

4\* sunny barbados from £550

3\* toronto fly & drive from £680

4\* florida's everglades from £899

more summer holiday deals

help us to improve

Ad 4  
728px x 90px

shopping basket

your account

customer support

search:

holidays

flight+hotel

flight only

hotel only

car hire

eurostar

restaurants

entertainment

(theatre, attractions, comedy, etc.)

flight + hotel

leaving from:

going to:

london - all airports

pick from our top 10 >>

leaving date:

leaving time:

22

august

anytime

return date:

return time:

23

august

anytime

direct flights only

adults:

seniors:

children:

infants:

2

0

0

0

(2-11)

(0-2)

search

advertisement

Ad 3  
300px x 250px

newsletter signup

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journey planner

car hire

gaming

gaming

your account

site map

travel insurance

bingo

gaming

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privacy

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jobs

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