

# LARGE ADVERTISING SPACE

The screenshot shows the top navigation bar of the LIVE RIGA website with links for ABOUT RIGA, SEE & DO, EVENTS, and WINE & DINE. Below the navigation is a search bar and language selector (EN). The main content area features a large advertisement with a high-quality image of a plated dish. Below the image is a title, a short paragraph of placeholder text (Lorem Ipsum), and a blue 'READ MORE' button with a right-pointing arrow. The footer contains the LIVE RIGA logo, contact information for the Riga Tourism Development Bureau Foundation, links to other sites like MEET RIGA and CONFERENCES IN RIGA, and contact details for Riga Tourist Offices.

## DESCRIPTION

The large advertising space is located on the bottom of the homepage. It consists of a pic of fixed proportion, short text and a link to a landing page within the portal itself – or an outside resource. The pic also serves as a link.

## PARAMETERS FOR ADVERTS SUBMITTED:

PICTURE: 920x330 px, JPG

TITLE: 45 characters, maximum (incl. spaces)

SHORT TEXT: 300 characters, maximum (incl. spaces)

## GUIDELINES

1. Avoid textual info in picture