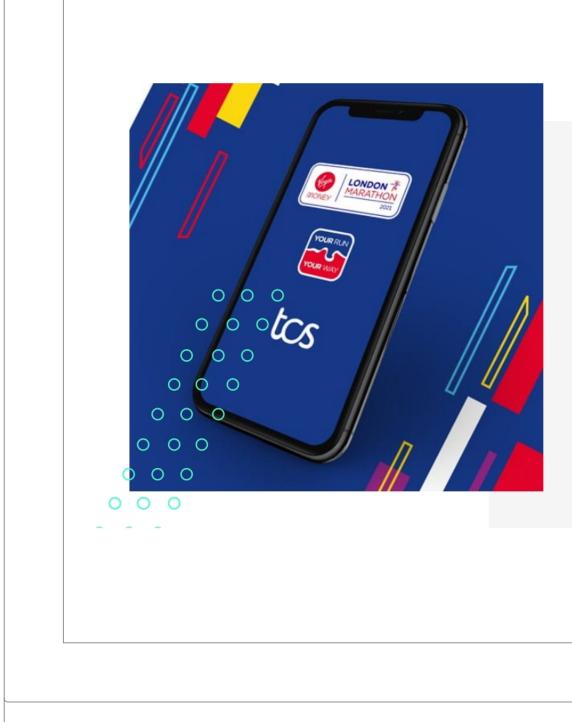
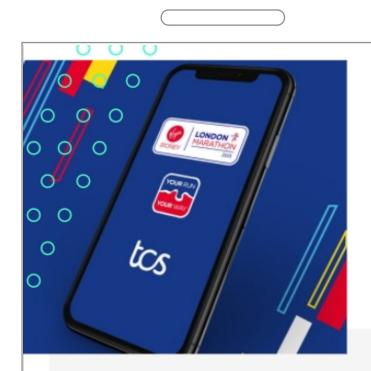
Feature component



The Official App powered by TCS

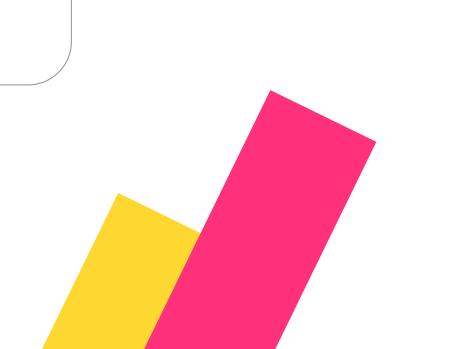
The Official App powered by TCS is available to download from the <u>App</u> <u>Store</u> and <u>Google Play</u> now – <u>click here to find out more</u> about all its features, for both virtual and mass participants and their supporters.





The Official App powered by TCS

The Official App powered by TCS is available to download from the <u>App</u> <u>Store and Google Play now – click</u> <u>here to find out more</u> about all its features, for both virtual and mass participants and their supporters.



Layout can be reversed to display image on the right and text on the left.

	Title
Max characters	Titles should be short and sn (20-30 characters)

Description

Descriptions help to provide further context and let users know what to expect on click through

Max characters

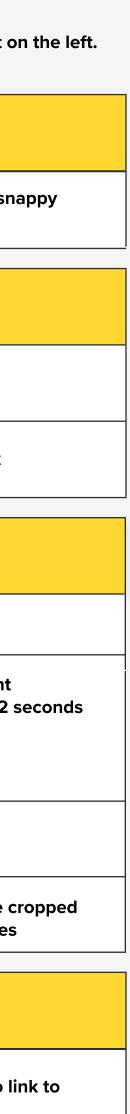
300 characters max

Image

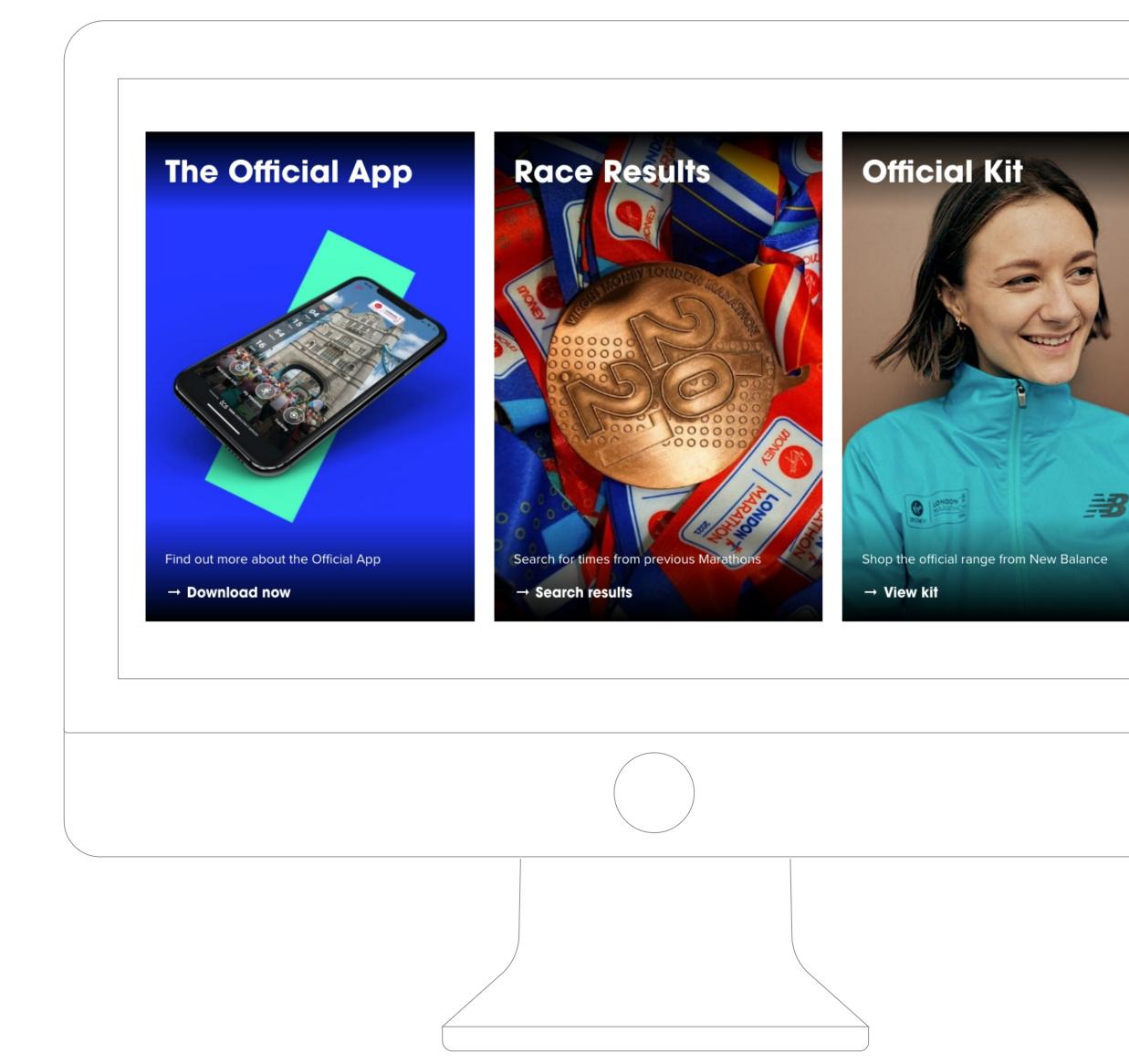
This can be a static image OR Ambient video

Ambient video	Looping video content Ideally be no longer than 10-12 No audio or text 16:9 aspect ratio MP4 format
Size	518px x 560px
Advice	No overlaid text as this will be across different device

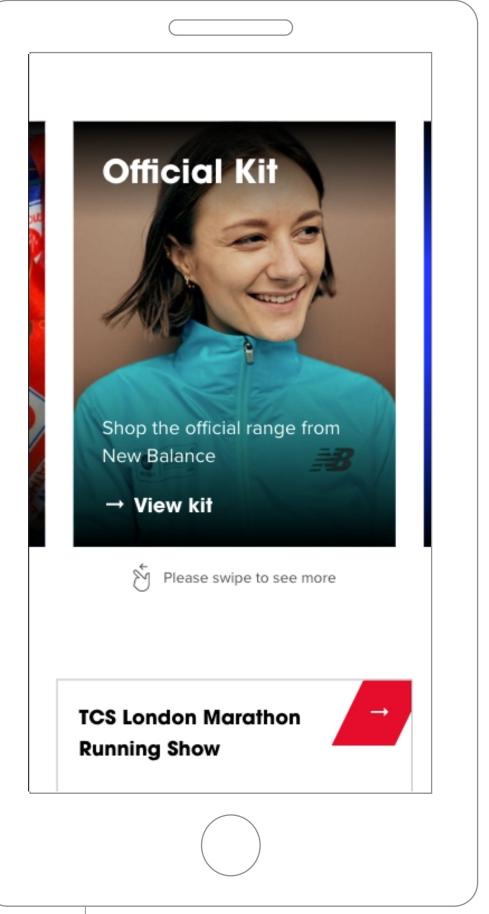
	Link
What we need	URL for your component to lir

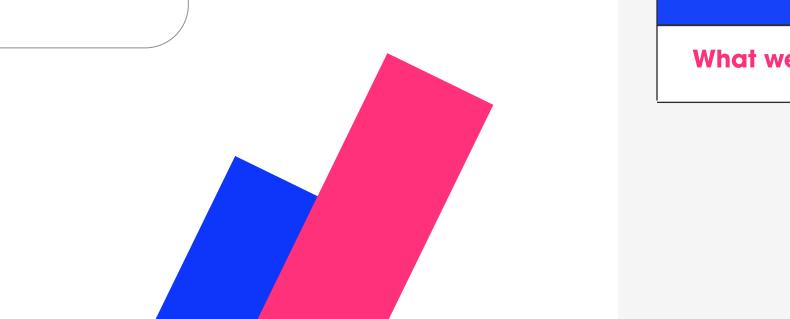


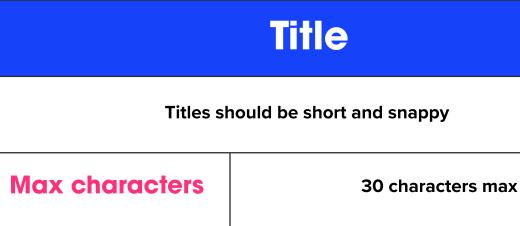
Visual card component











Description

Card descriptions should be short and snappy

Max characters

40 characters max

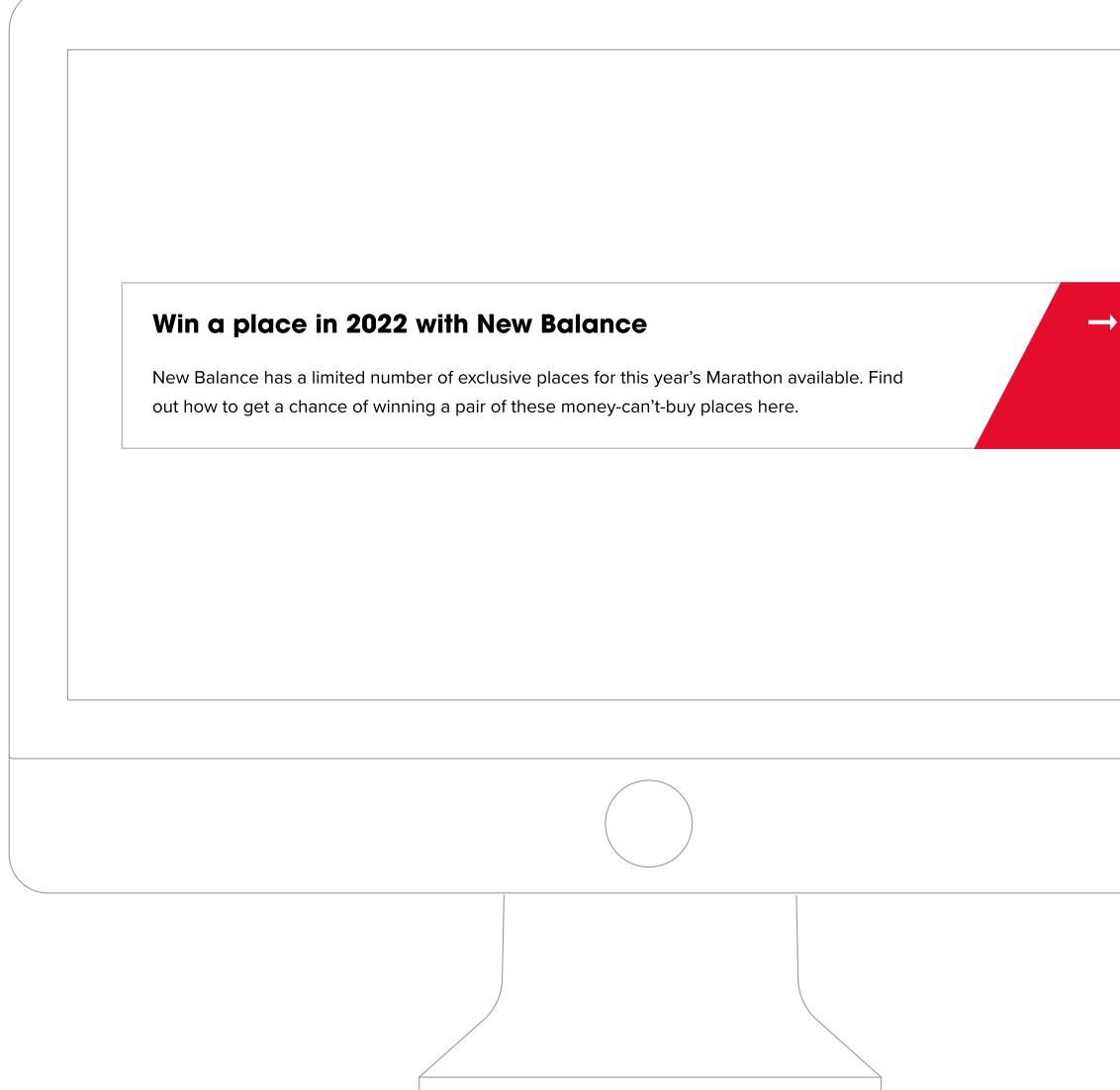
Image	
Size	400рх х 596рх
Advice	No overlaid text as this will be c across different devices

	Link
What we need	URL for your component to li

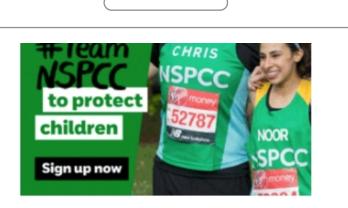
cropped es	



Signpost





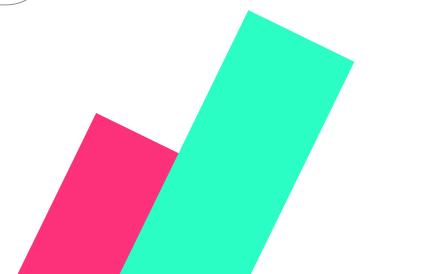


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Win a place in 2022 with New Balance

New Balance has a limited number of exclusive places for this year's Marathon available. Find out how to get a chance of winning a pair of these money-can't-buy places here.





Title

Titles should be kept short and snappy

Max characters

around 20-25 characters max

Description

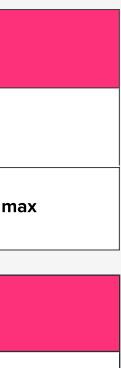
Descriptions help to provide further context as to what users can expect to sit behind a signpost

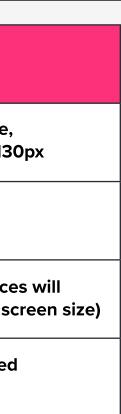
Max characters

200 characters max

	Image
Size	Image size should be square, recommended size is 130px x 13
	Image will appear pinned to the left of the signpost
Info	Signposts viewed on smart device display as text only versions (due to se
	The same image will be used across all breakpoints

	Link
What we need	URL for your component to lin

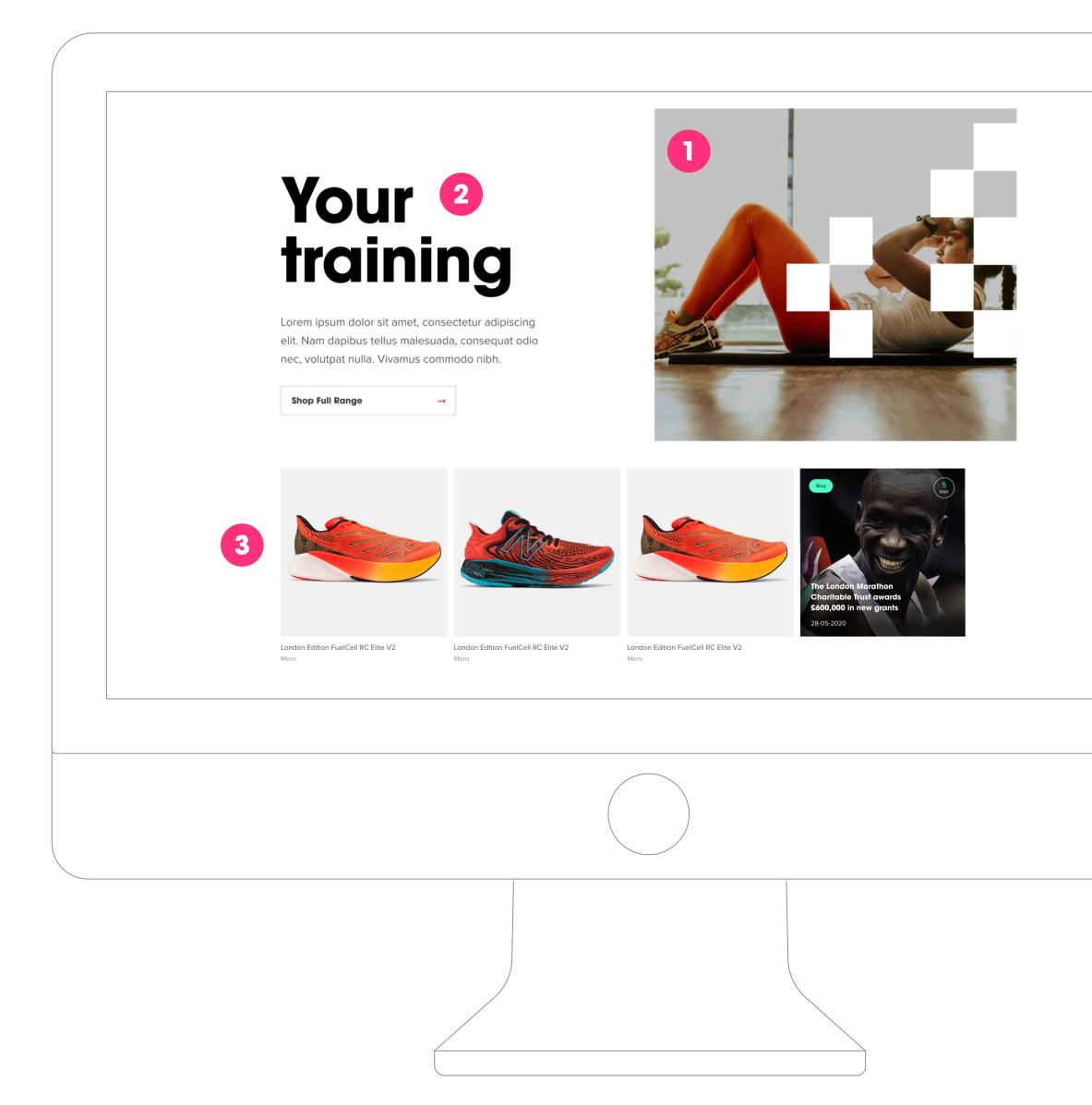






Training block

Reserved for official clothing partner.





Your training

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam dapibus tellus malesuada, consequat odio nec, volutpat nulla. Vivamus commodo nibh.

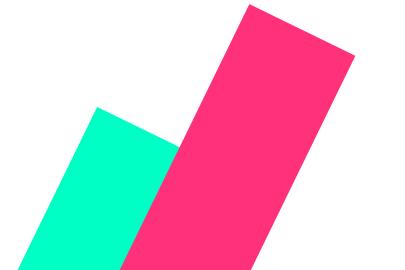


London Edition FuelCell RC Elite V2

Please swipe to see more

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Shop Full Range



Section image

This can be a background image OR Ambient video

Ambient video	Looping video conten Ideally be no longer than 10-12 No audio or text 16:9 aspect ratio MP4 format Doesn't display on mob
Static image	16:9 aspect ratio JPEG or PNG No overlaid text Doesn't display on mob

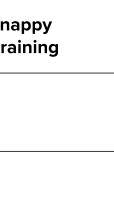
2 Title section	
Title	Titles should be short and sn (10-20 characters) i.e. Your tra
Description	No more than 3 lines
СТА	Please supply: Link text & Link URL

3 Product section

Max 4 cards. These can either be 'product' or 'article' cards

Product card	Please supply: Main image (1:1 aspect rat Hover image (1:1 aspect rat Product title Product category Product URL
Article card	If you wish to feature an article website to link to from this sectio request specs for article pages se

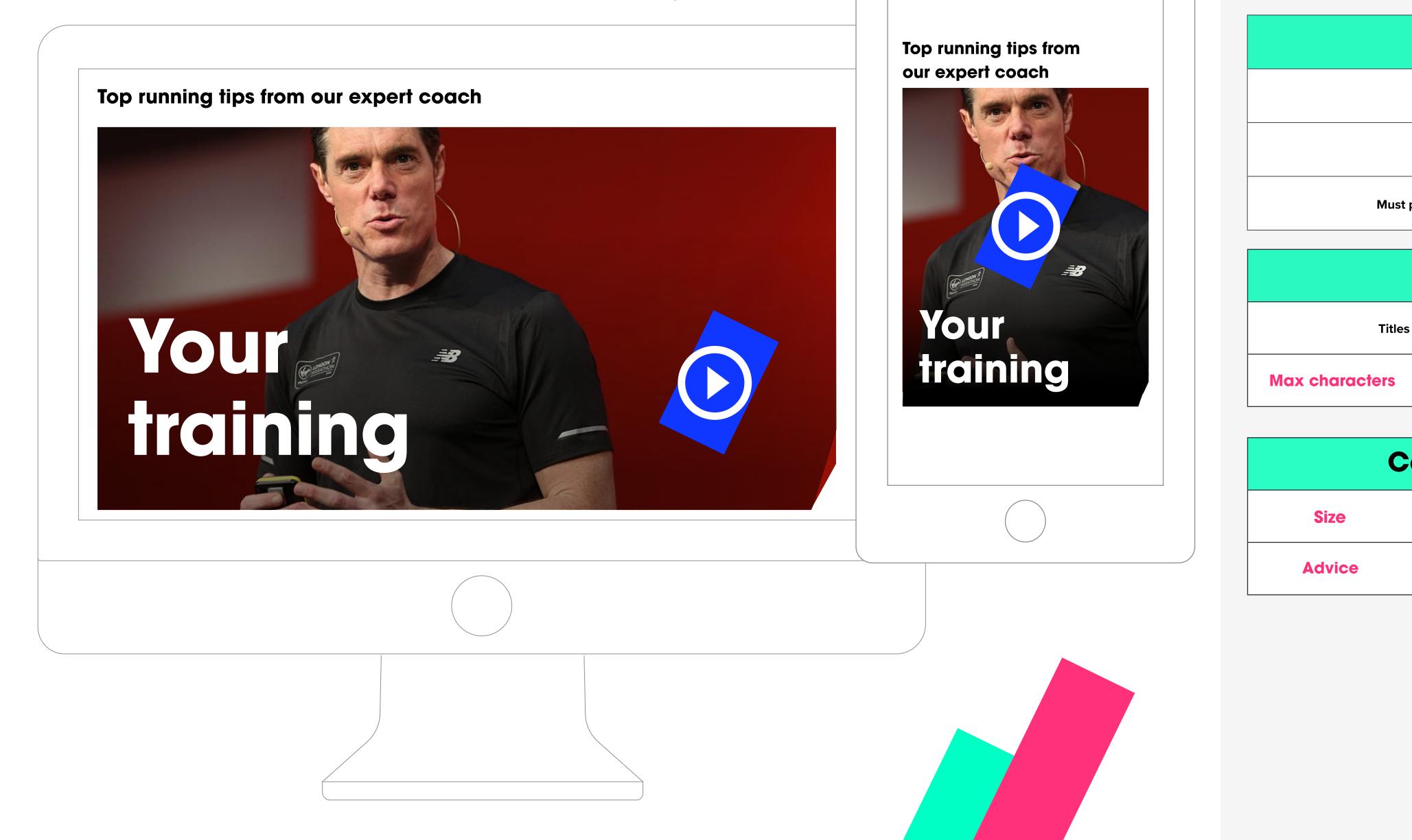






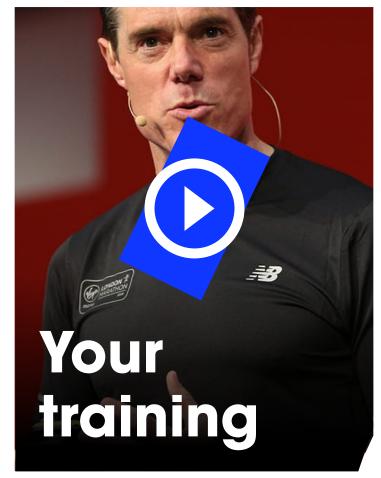
Full width video

Only in exceptional cases and upon approval from Digital Team





Top running tips from our expert coach



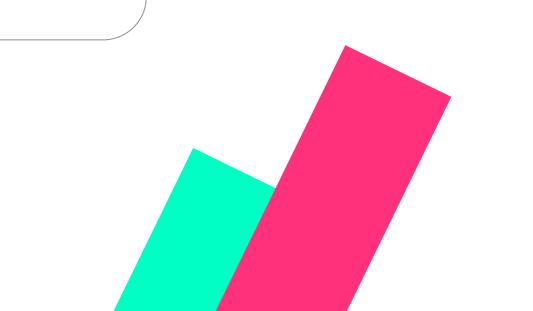
Format
Youtube
Vimeo
Must provide the URL of the video
Title

Titles should be short and snappy

Max characters

18-20 characters max

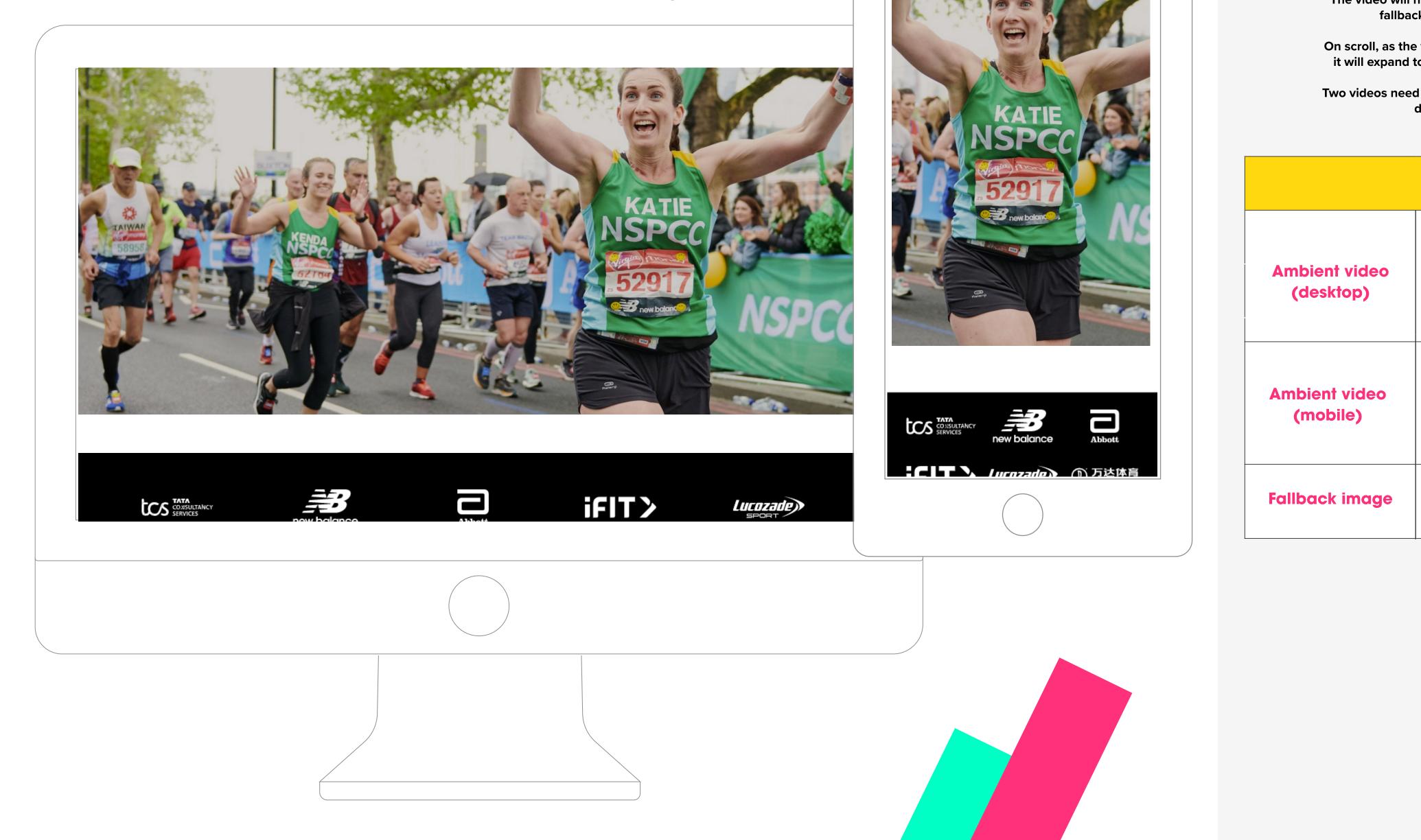
Cover image	
Size	1243px x 670px
Advice	No overlaid text as this will be c across different devices



]
C	
cropped	
es	

Full width ambient video

Only in exceptional cases and upon approval from Digital Team



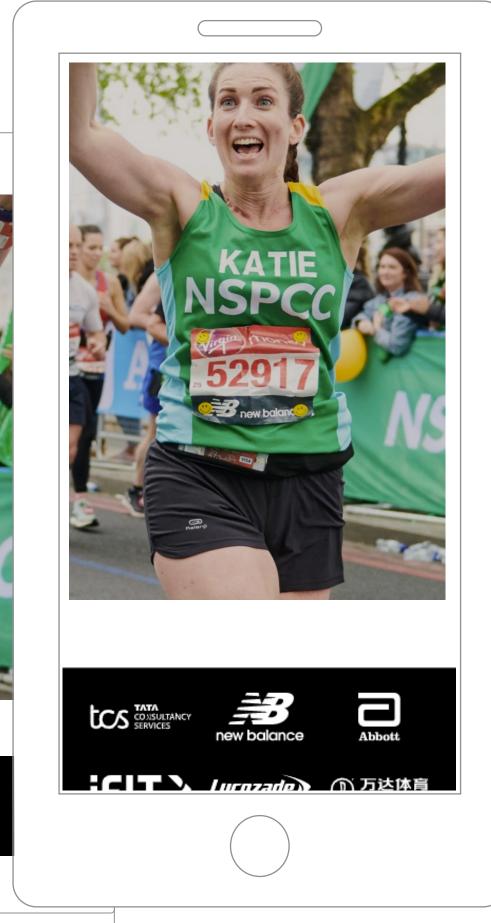


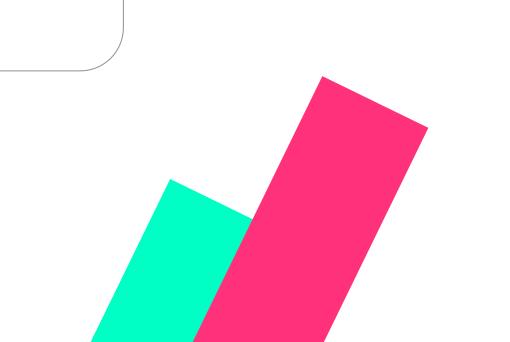
The video will not be full width at default, and the fallback image will be displayed.

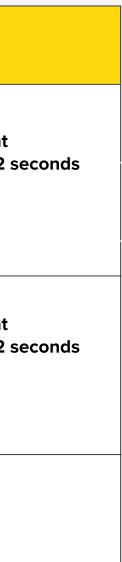
On scroll, as the video gets to the top of the screen, it will expand to fill the screen size and autoplay.

Two videos need to be supplied at different sizes for desktop and mobile.

Formats	
Ambient video (desktop)	Looping video content Ideally be no longer than 10-12 No audio or text 16:9 aspect ratio MP4 format
Ambient video (mobile)	Looping video content Ideally be no longer than 10-12 No audio or text 9:16 aspect ratio MP4 format
Fallback image	16:9 aspect ratio JPEG or PNG No overlaid text

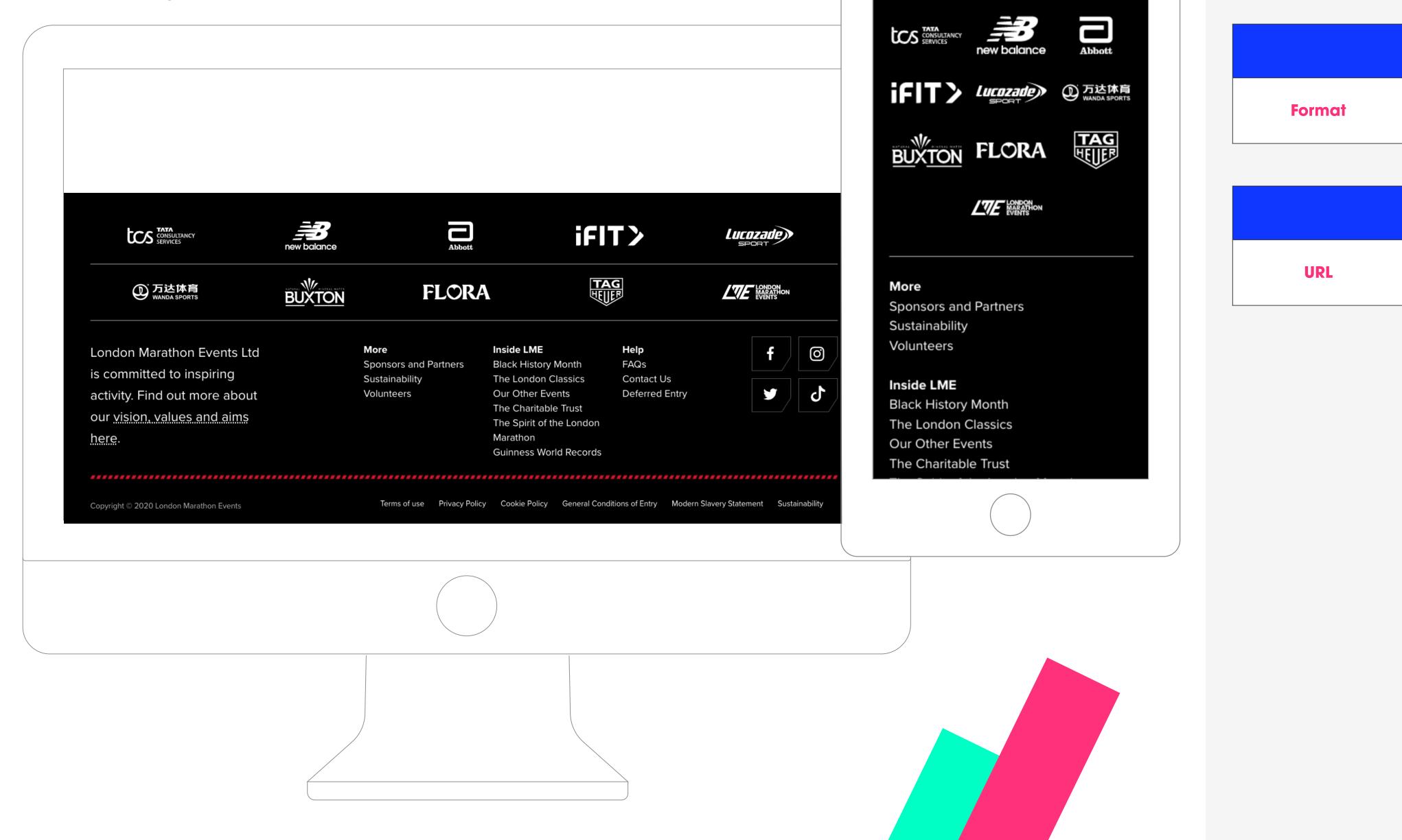




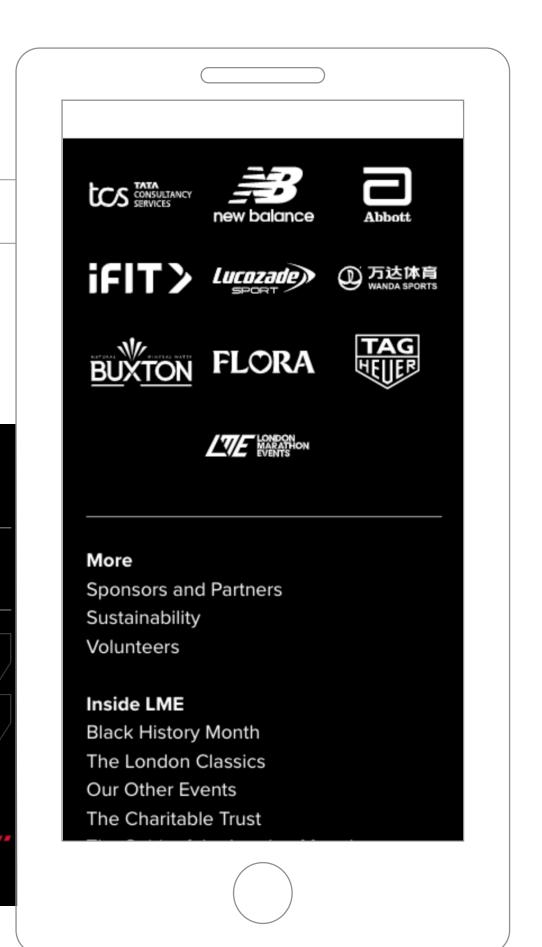


Site footer

All result pages will include the site footer as standard.







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Logo	
Format	White out SVG

Link	
URL	Link through to company homepage

