

# NEWS PUBLICATIONS

financial | reporter

property | reporter

commercial | reporter

## BANNERS & BUTTONS

Anchored Ribbon	980 x 90px
Billboard	980 x 250px
Bookends	120 x 1080px (max)
Half page	300 x 600px
MPU	300 x 250px
Ribbon	980 x 60px

\* Bookends /Wallpaper takeover campaigns should be supplied as two independent adverts of equal size to run either side of the website. Adverts can be supplied at any size within the maximum width & height constraints specified above.

## SPONSORSHIP OPPORTUNITIES

Homepage takeover	Bookends, 2 x half page, 4 x Billboard
Newsletter sponsorship	Leaderboard
Interactive poll	Company branding, 100 words & links

## CREATIVE FORMAT

Images	JPEG, PNG, GIF
Flash	SWF (with clickTAG)
HTML5	HTML, CSS, JS
Maximum file size	150 KB recommended

## EMAIL MARKETING GUIDELINES

Dimension guidelines	Up to 650px wide, height variable
Accepted file formats	HTML & images supplied

## CREATIVE SUBMISSIONS

All submitted ads must conform to the following specifications outlined. Adverts will be returned for revision if they do not meet the required specifications, which could delay the date of their launch. Please submit rich media ads 5 business days before their launch to enable them to be tested thoroughly.

Creative submissions should include the following:

- Advertiser name
- Trafficking instructions
- Creative files
- Alternative text (if applicable)
- Linking URL
- 3rd party tags (if applicable - 3rd party tags must be live at the time of submission to enable thorough testing before launch)

## CREATIVE POLICY

Except where indicated otherwise in this policy, all creatives related to a third-party tag must comply with the following policy:

150 KB maximum for initial load is recommended for the fastest initial load time. Additional load must be "polite" and total load may not exceed 2.2 MB.

Creatives may not expand past ad unit boundaries unless they are rich section "Expandable ad units" below.

All creatives must be free of applications including, but not limited to, ActiveX, viruses, exit pops, spyware and malware.

Third-party ads containing Flash must not exceed 40% of a user's CPU. Common causes of high CPU use are continued animation, heavy animation sequences and animation that surpasses the 30-second limit. If applicable, you can use the Task Manager feature in Windows to check for compliance with this rule.

Creative coding may not use cross-domain scripting or set cookies in unapproved domains. All creatives must open in new windows. The target window for the click-through URL must be set to "\_blank" so that the click-through will open in a new window. Do not leave the target statement undeclared.

### For Flash creatives:

Creatives must be built to use Flash versions 4 to 11.2.

You must supply a default image. If the browser doesn't support the Flash version used for your creative, the default image will be served. The last frame of the animation must include the following code in action script: "stop()". You must include a clickTag layer. The clickTag layer must be the topmost layer. You may use a maximum of two clickTags in a single creative. Creatives must support click tracking.

### For HTML5 creatives:

When providing HTML5 creatives, provisions for backup GIFs/JPEGs must be referenced in the HTML file. HTML5 is not supported by all browsers and in these cases the backup GIF will be displayed instead - we cannot implement this for you.

Backup GIFs/JPEGs need to be hosted wherever other assets/images for the creatives are hosted themselves.

All sound and animation (including video) must stop upon exit click.

On all ads with partially black, white or transparent backgrounds, you must add a visible border of a contrasting colour to the majority back-ground colour of the creative.

When providing HTML5 creatives they must be packaged as a complete ZIP file with all assets included.

All clicktags must also be implemented by the third party in any HTML5 creatives.

Any JavaScript implementation in the creative must not compromise the clicktag for our tracking purposes.