BARCADIA MEDIA

CREATIVE
SPECIFICATIONS

OUR PUBLICATIONS
BANNER PLACEMENT

BANNERS & BUTTONS

Anchored Ribbon	980 x 90px
Billboard	980 x 250px
Bookends*	120 x 600px (min)
	120 x 1080px (max)
Half page	300 x 600px
MPU	300 x 250px
Button	300 x 100px
Video advert	640 x 360px

* Bookends/ Wallpaper 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.

We advise to keep any logos, text, animation and important information within a 120x600px area. if you're providing larger sizes to ensure optimum display on smaller monitors (no important elements in bottom 480px). These will need to be under 1MB to be loaded into our system.
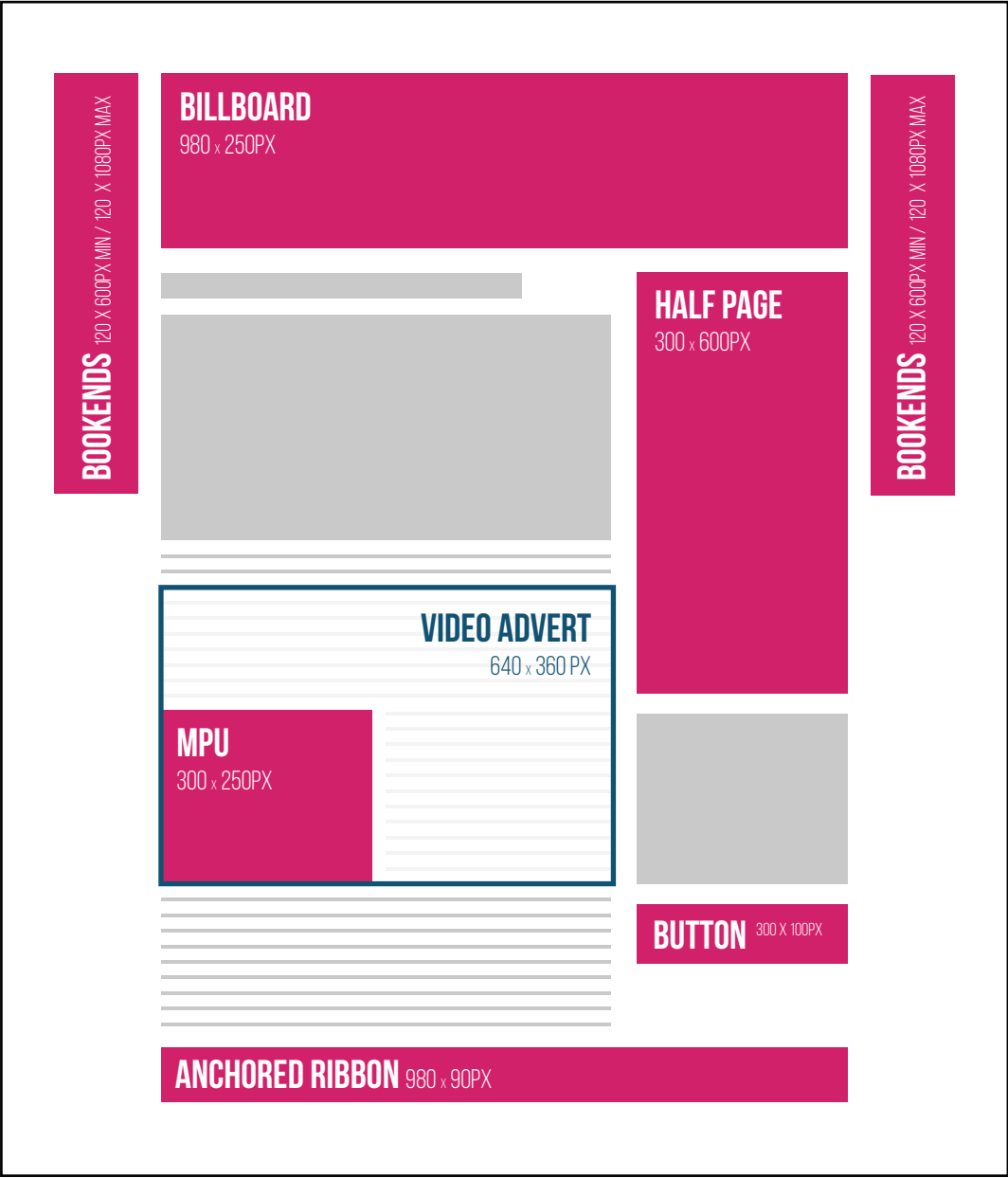
SPONSORSHIP OPPORTUNITIES

Homepage takeover	**Desktop:** Bookends, 2 x Half Page, 4 x Billboard	**Mobile:** 2 x Half Page & 4 x Billboard
Newsletter sponsorship	728 x 90px	

CREATIVE FORMAT

Images	JPEG, PNG, GIF
HTML5	HTML, CSS, JS

EMAIL MARKETING GUIDELINES

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

BILLBOARD
980 x 250PX

BOOKENDS 120 X 600PX MIN / 120 X 1080PX MAX

BOOKENDS 120 X 600PX MIN / 120 X 1080PX MAX

HALF PAGE
300 x 600PX

VIDEO ADVERT
640 x 360 PX

MPU
300 x 250PX

BUTTON 300 X 100PX

ANCHORED RIBBON 980 X 90PX

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 ads 7 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 much be live at the time of submission to enable thorough testing before launch). All 3rd party tags must be served via HTTPS rather than HTTP.

If you are sizing any HPTO or ROS Bookends larger than 120px (w) x 600px (h), we ask to keep any logos, text, animation and important information within a 120x600px area on the Bookends to ensure optimum display on smaller monitors (no important elements in bottom 480px).

For HPTO's, clients will occupy on desktop our 4 x Billboard zones, 2 x Bookend zones & 2 x Half Page zones, and on mobile they would occupy our 2 x Billboard zones and 2 x Half Page zones.

ESHOT GUIDELINES

We would need the eshot sending over as HTML document.

The max width the eshot can be is 650px for viewing purposes.

Only inline CSS to be used if creating non-responsive templates
No background images are to be used within the eshot as these don't display through most email clients.

Images should be hosted by the 3rd party but we can host if needs be. We advise to refrain from using animated GIFS within emails as not all email clients will animate these.

No DIVS are to be used in the HTML.

All third party creatives must include all links.

A subject line and preview text must be sent along with the creative.

All artwork is to be sent over 7 days before send date and sign off must be completed at least 72 hours before send – if this is sent over after then it will be re-scheduled for a later date.

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.

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

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 GIF creatives:
All GIF adverts must not exceed 1MB in file size.

For further information and more in depth spec on third party creatives, follow this link for Google Ad Manager guidelines: https://bit.ly/3qkwDuH

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 background colour of the creative.

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

HTML ZIP bundles must not exceed 1MB when extracted.

All clicktags must also be implemented by the third party in any HTML5 creatives – please see below for an example clicktag insertion:

```
<html>
<head>
<meta name="ad.size" content="width=300,height=600">
<script type="text/javascript">
var clickTag = "http://www.google.com"; </script>
</head>
[The rest of your creative code goes here.] </html>
Your creative must use the click tag variable as the click-through URL:
<a href="javascript:window.open(window.clickTag)">
<img src="images/dclk.png" border=0>
</a>
```

If an a href tag is used the a href attribute must contain javascript:window.open(window.clickTag) with the destination URL in the clicktag.