

# Advertising Specifications & Guidelines



- ▶ All creative MUST be supplied with a clickthrough URL
- ▶ Accompanying .GIF must be supplied with all .SWF files
- ▶ Files can be supplied as .GIF, .JPG, .SWF\* or HTML\* redirect code
- ▶ Files must adhere to the file size restrictions displayed in the table below
- ▶ Display advertisements featuring in our daily e-newsletter can only be in .GIF or .JPG format  
\*(.SWF and HTML files cannot be used for display advertisements in our daily e-newsletter)

## Standard Creative - .GIF and .JPG requirements

- ▶ These are the preferred creative file types
- ▶ Files must adhere to the file size displayed in the table below
- ▶ To help keep file size low, please ensure that your files are optimised for web

## Flash Creative - .SWF requirements

- ▶ The specifications below do not apply to .SWF files that are served via HTML redirect tags
- ▶ The following specifications must be followed to enable us to record your clickthroughs.  
You must supply the following three components:

1. .SWF file must contain the following Action code\*:  
Actionscript for Flash files must be Version 1.0 & 2.0

FatCow, Ferret, Infolink	Franchise Business AU, NZ and IN
<pre>on (release) {     gotoURL (_level0.clickTag, "_blank"); }</pre>	<pre>on (release) {     gotoURL (_level0.clickTag, "_top"); }</pre>

2. Click-through URL
3. Accompanying .GIF must be supplied with all .SWF files

## Flash Creative - .SWF requirements

- ▶ We serve our display advertising via the Doubleclick (DFP) aderving system. If you also use Doubleclick and are providing us with DART tags, you must provide tags in Internal Redirect (InRed) format
- ▶ If you are unclear on how to generate these tags, please search the Doubleclick Knowledge Base
- ▶ If you do not use the Doubleclick, please supply standard third party redirect tags
  
- ▶ Please ensure that your chosen creative is loaded to the tags before that campaign start date
- ▶ Please ensure that your are seeing activity at your end once the campaign is live (check impressions and clickthroughs) and send us confirmation of this

## Dimension & file size table (per placement)

Type	Width	Height	File Size	Type	Width	Height	File Size
Banner	468 pixels	60 pixels	Max. 60k	Island/MPU	300 pixels	250 pixels	Max. 60k
Leaderboard	728 pixels	90 pixels	Max. 60k	Half Page	300 pixels	600 pixels	Max. 60k
Wide Skyscraper	160 pixels	600 pixels	Max. 60k				

# Advertising Specifications & Guidelines

Online Advertising Dimensions (not to scale)



Banner  
468 pixels x 60 pixels

Leaderboard  
728 pixels x 90 pixels

Island/MPU  
300 pixels x 250 pixels

Half page  
300 pixels x 600 pixels

Wide Skyscraper  
160 pixels x  
600 pixels

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