# Online Advertising Specifications

# Network-wide - standard display ads

Standard display ads refer to site-served Flash/GIF/JPG creatives and non-rich media 3rd party served creatives.

| Ad size | Dimensions (W x H) | Maximum file size | | Notes |
|---|---|---|---|---|
| | | Flash | GIF/JPG | |
| Leaderboard | 728 x 90 | 40kb | 30kb | |
| Medium Rectangle | 300 x 250 | 40kb | 30kb | |
| Half Page | 300 x 600 | 40kb | 30kb | |
| Short Rectangle | 300 x 100 | 20kb | 15kb | |
| Network Text Link | --- | --- | --- | Heading: 25 characters (incl. spaces & punctuation) Body: 70 characters (incl. spaces & punctuation) |

# Site-specific - standard display ads

| Ad size | Dimensions (W x H) | Maximum file size | | Notes |
|---|---|---|---|---|
| | | Flash | GIF/JPG | |
| Banner | 468 x 60 | 20kb | 15kb | Get Price only |
| Strip Ad (TrueLocal) | 336 x 26 | --- | 5kb | TrueLocal only |
| Tile (TrueLocal) | 138 x 100 | --- | 5kb | TrueLocal only |
| Tile (Career One: Home Page) | 300 x 100 | --- | 15-20kb | Non-animated image only |
| Tower | 120 x 240 | 20kb | 15kb | Career One only |
| Skyscraper | 120 x 600 | 40kb | 20kb | Career One, Australian Good Taste, Cricinfo, Carsguide only |
| Microbar | 88 x 31 | --- | 5kb | Taste only |
| Button | 120 x 60 | 10kb | 10kb | Carsguide only |
| Tile (Cricinfo) | 150 x 140 | 5kb | 5kb | Cricinfo ROS only |
| Button (Cricinfo) | 150 x 60 | 5kb | 5kb | Cricinfo ROS only |
| Sponsor Strip (Cricinfo) | 770 x 50 | 15kb | 15kb | Cricinfo ROS only |
| Button (Cricinfo live scorecards) | 145 x 70 | 5kb | 5kb | Cricinfo live scorecards only |
| Sponsor Strip (Cricinfo live scorecards) | 605 x 50 | 15kb | 15kb | Cricinfo live scorecards only |

*Last updated: 17/11/2009*

# *News Performance Network*

| Ad size | Dimensions (W x H) | Maximum file size | | Notes |
|---|---|---|---|---|
| | | Flash | GIF/JPG | |
| Leaderboard | 728 x 90 | 40kb | 30kb | **Mandatory size** for NPN campaigns - **CPA & CPC** |
| Medium Rectangle | 300 x 250 | 40kb | 30kb | **Mandatory size** for NPN campaigns - **CPA & CPC** |
| Half Page | 300 x 600 | 40kb | 30kb | **Mandatory size** for NPN campaigns - **CPA & CPC** |
| Short Rectangle | 300 x 100 | 20kb | 15kb | **Mandatory size** for NPN campaigns - **CPA & CPC** |
| Text Link | --- | --- | --- | Heading - 25 characters, Body - 70 characters (incl. spaces & punctuation). **Mandatory size for NPN CPC campaigns only; NOT required for CPA campaigns** |
| Banner | 468 x 60 | 20kb | 15kb | Optional size for NPN campaigns |
| Skyscraper | 120 x 600 | 40kb | 30kb | Optional size for NPN campaigns |
| Wide Skyscraper | 160 x 600 | 40kb | 30kb | Optional size for NPN campaigns |

# Rich Media - In Page and Expanding ads

In Page and Expanding rich media ads allow for larger, politely loaded file sizes and must be served by an NDM-approved 3rd party rich media vendor - Atlas, DoubleClick, Eyeblaster, Facilitate.

NDM reserves the right to remove any rich media ad from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our sites, other ad placements or user experience.

| In Page - ad size | Dimensions (W x H) | Maximum file size | | |
|---|---|---|---|---|
| | | Default Flash | GIF/JPG | Video |
| Leaderboard | 728 x 90 | 40kb | 30kb | 2mb |
| Medium Rectangle | 300 x 250 | 40kb | 30kb | 2mb |
| Half Page | 300 x 600 | 40kb | 30kb | 2mb |

| Expanding - ad size | Initial dimensions (W x H) | Expanded dimensions (W x H) | Maximum file size | | | | Notes |
|---|---|---|---|---|---|---|---|
| | | | Default Flash | GIF/JPG | Expanded Panel Rich Flash | Video | |
| Leaderboard | 728 x 90 | 728 x 250 | 40kb | 30kb | 100kb | 2mb | Expands downwards |
| Medium Rectangle | 300 x 250 | 600 x 350 | 40kb | 30kb | 100kb | 2mb | Expands to the left by 300px, then downwards by 100px |
| Half Page | 300 x 600 | 600 x 600 | 40kb | 30kb | 100kb | 2mb | Expands to the left |

# *Rich Media - In Page and Expanding ads* (continued)

| Format | Audio Initiation | Close button | Mute button | Video Initiation |
|---|---|---|---|---|
| Expanding | Can play when expansion is triggered by mouse click, must mute when ad contracts | Required - on expanded panel, min. dimensions of 70 x 30 with "**Close [X]**" text | Required - min. dimensions of 70 x 30 with "**Sound on/off**" text | Can start automatically with audio muted until mouse click |
| In Page (non expanding) | On mouse click only | --- | Required - min. dimensions of 70 x 30 with "**Sound on/off**" text | Can start automatically with audio muted until mouse click |

**Expanding ads - additional guidelines**

All expanding ads must be user initiated and must not automatically expand upon the page loading.  Any expanding ad user initated by a click can remain open provided a clearly defined Close button is visible eg. to allow form entry or game play.  All expanding panels must close immediately when the user mouses off the creative or the Close button is clicked.

**Video and Audio - additional guidelines**

Larger video assets beyond the 2mb initial streaming limit must not be pre-loaded and should be user initiated by a click.  Roll over initated audio that is deemed to be intrusive or disruptive to our users may be rejected and returned for revision at NDM's sole discretion.

## *Rich Media - Over The Page ads*

| Ad size | OTP dimensions (W x H) | OTP max file size | Reminder dimensions (W x H) | Reminder max file size Flash / GIF | Maximum duration | Notes |
|---|---|---|---|---|---|---|
| Standard OTP | 500 x 500 | 100kb | 300 x 250 | 40kb / 30kb | 7 seconds | All NDM sites.<br>OTPs on Vogue and Moshtix by prior arrangement only. |
| Full Page OTP | 1000 x 750 | 100kb | 300 x 250 | 40kb / 30kb | 10 seconds | NEWS.com.au, Daily Telegraph, Herald Sun, The Courier Mail, The Australian, Perth Now, Adelaide Now.<br>Positioned beneath the site navigation bar. |

**Over The Page ad guidelines**

All OTP ads must be served through an NDM-approved 3rd party Rich Media vendor as listed elsewhere in this document.  3rd party ad serving charges are the full responsibility of the advertiser or media agency.

A clearly-defined close button including the word **Close** and a **X** symbol with minimum dimensions of 70 x 30 pixels, must be present at the top right corner for the entire duration of the OTP.  An OTP can optionally remain open only if user initiated by a click (eg. to play a game, enter data in a form) instead of clicking through to an advertiser site.

Sound must be user initiated by a click and a mute/unmute button should be provided.  The use of streaming video in OTPs is not supported due to the time required to download large file sizes within a short ad duration, but can be present in a 3rd party served reminder creative.

Over the Page ads must be frequency capped at 1 impression per user over the duration of the campaign.  Standard OTPs must be positioned at 50% of the browser height and 25% of the browser width (to avoid covering the medium rectangle ad).  Full page OTPs must be positioned underneath the site navigation bar,

# Rich Video Multiplex (RMX) - 300 x 600

| Component | Dimensions (W x H) | File size / Formats accepted |
|---|---|---|
| Header | 300 x 85 | Max file size: 10kb. GIF, JPG, PNG, accepted. |
| Video Player | Aspect ratio - 4:3 preferred | **NDM video encoding**: submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800kbps preferred. MPG and AVI accepted. |
| Creative Spots (choice of 3 buttons or 1 medium rectangle) | 300 x 83 | Max file size (each): 10kb. GIF, JPG, PNG, SWF accepted.\n\nCan be used to play individual videos or click thru to three individual URLs. |
| | 300 x 250 | Max file size: 30kb. GIF, JPG, PNG, SWF accepted. |
| Backup image | 300 x 600 | Max file size: 20kb GIF, JPG. For users without Flash. |
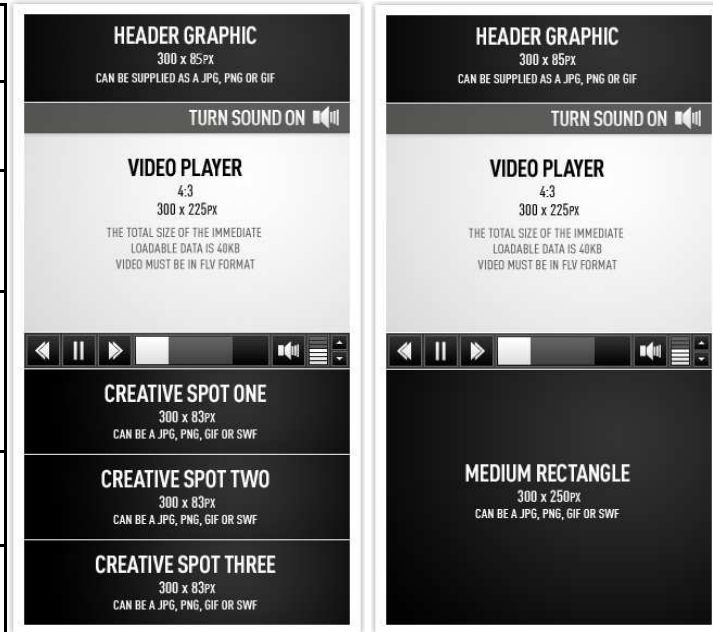


Individual creative components cannot be 3rd party served.  3rd party click or impression tracking is permitted.

FLA and other source files (eg. fonts) must be supplied if SWF creatives are submitted.

No Action Script required in SWF creatives

Video is encoded to FLV format by NDM

Large video files to be encoded should be submitted by DVD, FTP or alternative file delivery service (eg. yousendit.com, Adstream)

## *Rich Video Multiplex (RMX) - 300 x 250*

| Component | Dimensions (W x H) | File size / Formats accepted |
|---|---|---|
| Video Player | Aspect ratio - 4:3 preferred | **NDM video encoding:** submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800kbps preferred. MPG and AVI accepted. |
| Backup image | 300 x 250 | Max file size: 20kb GIF, JPG, SWF. Will appear as the leave behind after the video finishes playing. |

Individual creative components cannot be 3rd party served.  3rd party click or impression tracking is permitted.

FLA and other source files (eg. fonts) must be supplied if SWF creatives are submitted.

No Action Script required in SWF creatives

Video is encoded to FLV format by NDM

Large video files to be encoded should be submitted by DVD, FTP or alternative file delivery service (eg. yousendit.com, Adstream)

# *Rich Video Multiplex (RMX) - Expanding 300 x 250*

| 1. Flash Med Rec Ad Unit | | | |
|---|---|---|---|
| **Ad size** | **Initial dimensions (W x H)** | **Expanded dimensions (W x H)** | **Notes** |
| Medium Rectangle | 300 x 250 | 640 x 360 | Rollover to expand<br><br>Expands to the left, then downwards<br><br>0.75s delay |



| 2. Expanded Video | | | | | |
|---|---|---|---|---|---|
| **Format** | **Expanded Dimensions (W x H)** | **Audio Initiation** | **Close button** | **Mute button** | **Video Initiation** |
| Expanding | 640x360 (Border 640x396) | Will play when expansion is triggered by mouse roll over, must mute when ad contracts | Required - on expanded panel, min. dimensions of 70 x 30 with "**Close [X]**" text | Required - min. dimensions of 70x30 with "**Sound on/off**" text | Video activated upon roll over |

# *Rich Video Multiplex (RMX) - Expanding 300 x 250 (continued)*

| 3. Video Completion | | |
|---|---|---|
| **Ad size** | **Dimensions (W x H)** | **Notes** |
| Option 1: Short Rectangles<br><br>or,<br><br>Otpion 2: Alternate Videos or 2 Click Through URLs<br><br>or,<br><br>Option 3: Medium Rectangle | 300x100 (x2)<br>or,<br>- (N/A)<br>or,<br>300x250 | 2 short recs sit adjacent to each other as Call to Action page<br>or,<br>Can choose for alternate videos to be provided, or 2 click thru URLs<br>or,<br>1 Med Rec (click thru URL) |

Individual creative components cannot be 3rd party served.

3rd party click or impression tracking is permitted.

FLA and other source files (eg. fonts) must be supplied if SWF creatives are submitted.

No Action Script required in SWF creatives

Video is encoded to FLV format by NDM:

- Large video files to be encoded should be submitted by DVD, FTP or alternative file

delivery service (eg. yousendit.com, Adstream)

## *Gallery Pre-Roll - 300 x 250*

| Component | Dimensions (W x H) | File size / Formats accepted |
|---|---|---|
| Video Player | Aspect ratio - 4:3 preferred | **NDM video encoding:** submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800kbps preferred. MPG and AVI accepted. |
| Backup image | 300 x 250 | Max file size: 20kb GIF, JPG, SWF. Will appear as the leave behind after the video finishes playing. |

Individual creative components cannot be 3rd party served.  3rd party click or impression tracking is permitted.

FLA and other source files (eg. fonts) must be supplied if SWF creatives are submitted.

No Action Script required in SWF creatives

Video is encoded to FLV format by NDM:

- Large video files to be encoded should be submitted by DVD, FTP or alternative file delivery service (eg. yousendit.com, Adstream)

## *Catalogue Ad Unit*

| Ad | Dimensions (W x H) | File size / Formats accepted | Notes |
|---|---|---|---|
| Catalogue Ad Unit | 998 x 750 | Total File Size: 2 Mb (Background Image and all Pages. Downloadable PDFs are extra and not included in this limit) | Catalogue Page Dimensions: Portrait 410x580px (Images can be up to 200% larger than this if the content isn't readable at 410x580px. The application automatically scales them down to this size. Please make sure the aspect ratio remains the same to avoid any squashing or stretching of the content once resized) |

| Component | Dimensions (W x H) | File size / Formats accepted |
|---|---|---|
| Leaderboard | 728 x 90 | Max file size: 30kb SWF, 20kb GIF/JPG/PNG |
| Medium Rectangle | 300 x 250 | Max file size: 30kb SWF, 20kb GIF/JPG/PNG |

Other components required:
• The background PNG must be 998 x 750 and set between 70% and 80% opacity.
  The client logo is to be positioned at the top left of this image and set to 100% Opacity.
• Each 2 page spread is actually made up of 2 Landscape images (ratio 410 x 580 ea)
• Each page must be provided in 3 image formats
     1. Full sized page jpeg (Minimum 410 x 580 - maximum 820 x 1160)
     2. Thumbnail JPEG of each page (66 x 71)
     3. PDF of each page for print function (Same dimensions as the full size page, PDF
quality is subjective)
• The catalogue has a front and back page which are the same dimensions and requirements as individual pages
Individual creative components cannot be 3rd party served.  3rd party click or impression tracking is permitted.  The total combined file size of all components must not exceed 2mb.

**The Catalogue ad unit is only limited to one creative update per month.**

# Side Skinning

| Component | Dimensions (W x H) | File size / Formats accepted | Notes |
|---|---|---|---|
| Side Skins | 115 x 850 | Max file size: 15kb SWF/GIF or GIF/JPG/PNG | 2 Side Skins required (one for each side of the webpage); Differing URLs can be supplied for each Side Skin<br>NO action script to be embedded into the swf<br>Maximum of ONE creative asset per side skin |

Individual creative components cannot be 3rd party served.  3rd party click or impression tracking is permitted.

# In Stream Video ads

In Stream video ads appear before, during and around NDM video content along with companion and leave behind ads where applicable.

| Format | Component | Dimensions | File size / Formats accepted |
|---|---|---|---|
| Pre-Roll | Video (15 sec. max duration) | Aspect ratio - 4:3 preferred 16:9 accepted | **NDM video encoding:** submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800kbps preferred. MPG and AVI accepted. |
| | | | **Client video encoding:** Flash Video (FLV) encoding settings on following pages |
| | Companion | 300 x 250 | 30kb Flash / 20kb GIF/JPG.  Can be 3rd party ad served. |
| | Leave behind | 300 x 100 | 20kb Flash / 15kb GIF/JPG.  Can be 3rd party ad served. |
| Overlay | Flash in Flash | 300 x 50 | FLA (Flash source file) is required.  Creative will be re-purposed by NDM.  Cannot be 3rd party ad served. |
| Overlay - Click to Video | Flash in Flash | 300 x 50 | FLA (Flash source file) is required.  Creative will be re-purposed by NDM.  Cannot be 3rd party ad served. |
| | Video (15 sec. max duration) | Aspect ratio - 4:3 preferred 16:9 accepted | **NDM video encoding:** submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800 preferred. MPG and AVI accepted. |
| | | | **Client video encoding:** Flash Video (FLV) encoding settings on following pages |
| Interactive | Flash in Flash | 485 x 285 | FLA (Flash source file) is required.  Creative will be re-purposed by NDM. |

# *Video encoding standards*

All streaming video served by NDM utilises the Flash Video (FLV) format.  FLV creative submitted by clients must conform to the following encoding standards, to ensure consistency of quality.  All three stream speed variations must be submitted.

| Stream speed | Aspect ratio | Frame size (W x H) | Video settings | Audio settings |
|---|---|---|---|---|
| Low | 4 : 3 | 192 x 144 | 80Kbps 2-Pass VBR (On2Vp6) | 48Kbps/44.1KHz Mono (Mp3) |
| | 16 : 9 | 256 x 144 | | |
| Mid | 4 : 3 | 384 x 288 | 256Kbps 2-Pass VBR (On2Vp6) | 64Kbps/44.1KHz Mono (Mp3) |
| | 16 : 9 | 512 x 288 | | |
| High | 4 : 3 | 384 x 288 | 576Kbps 2-Pass VBR (On2Vp6) | 128Kbps/44.1KHz Stereo (Mp3) |
| | 16 : 9 | 512 x 288 | | |

# Mobile

All four ad sizes are required to run a mobile ad campaign.  Ads must click through to a mobile-optimised site.

## Mobile banners

| Ad size | Dimensions (W x H) | Max file size GIF/JPG | Notes |
|---------|--------------------|-----------------------|-------|
| Mobile - XL | 300 x 50 | 5kb | |
| Mobile - L | 216 x 36 | 3kb | Non-animated image only, no 3rd party ad serving |
| Mobile - M | 168 x 28 | 2kb | |
| Mobile - S | 120 x 20 | 1kb | |

## Mobile text links

| Ad size | Character limits | Notes |
|---------|-----------------|-------|
| Mobile - XL | 24 characters | |
| Mobile - L | 18 characters | Including spaces and punctuation |
| Mobile - M | 12 characters | |
| Mobile - S | 8 characters | |

## *Newsletters*

| Site / Newsletter | Image dimensions (W x H) | Max file size GIF/JPG | Character limits | Notes |
|---|---|---|---|---|
| Courier Mail, Daily Telegraph, Herald Sun, Adelaide Now, Perth Now, Australian IT PING, Australian Business Briefing, CARSguide eNewsletter | 300 x 250 | 20kb | --- | GIF/JPG or 3rd party standard image redirects only |
| | 468 x 60 | 15kb | | |
| News.com.au Pulse, News Entertainment, News Business | 300 x 250 | 20kb | Heading - 25 characters, Body - 70 characters (incl. spaces & punctuation) | Image cannot be 3rd party served |
| News.com.au Travel | 300 x 250 | 20kb | --- | GIF/JPG or 3rd party standard image redirects only |
| | 468 x 60 | 15kb | | |
| The Punch eNewsletter | 300 x 250 | 20kb | --- | GIF/JPG or 3rd party standard image redirects only |
| | 468 x 60 | 20kb | --- | GIF/JPG or 3rd party standard image redirects only |
| CareerOne - all newsletters | 300 x 250 | 20kb | --- | GIF/JPG or 3rd party standard image redirects only |

## *Newsletters* *(continued)*

| Site / Newsletter | Image dimensions (W x H) | Max file size GIF/JPG | Character limits | Notes |
|---|---|---|---|---|
| Moshtix - all newsletters | 300 x 250 | 20kb | --- | GIF/JPG or 3rd party standard image redirects only |
|  | 468 x 60 | 20kb |  |  |
| Vogue - Club Vogue | 185 x 125 | 30kb | Heading - 25 characters (no spaces) Body - 65 characters (no spaces) | Image cannot be 3rd party served |
| Taste.com.au | 234 x 60 | 10kb | --- | Image cannot be 3rd party served |
|  | 144 x 98 | 10kb |  | Image cannot be 3rd party served |
|  | Text link | --- | Body - 35 characters (incl. spaces & punctuation) | --- |
| Homelife.com.au | 300 x 250 | 20kb | --- | Image cannot be 3rd party served |
|  | 600 x 74 - leader | 20kb |  |  |
|  | 650 x 55 - integrated header | 20kb |  |  |

## *Solus EDMs*

| Site / Newsletter | Image dimensions (W x H) | Max file size GIF/JPG | Notes |
|---|---|---|---|
| Adelaide Now, Perth Now, Daily Telegraph, Herald Sun, Courier Mail, The Australian, News.com.au | Max 600 pixels Wide X Max 1000 pixels High | 80kb | Images (static gif or jpeg only) can not be more than 50% of creative<br><br>Do NOT use internal and external stylesheets, as most mail clients will block these.<br><br>No Flash/Javascript<br><br>Add the height and width to any images |
| Vogue / Taste / The Perk | Max 600 pixels Wide X Max 1000 pixels High | 100kb (total of all images & HTML) | Client-created<br><br>Email compliant HTML content (eg. no javascript).<br><br>Images cannot be 3rd party served.<br><br>Subject to editorial approval. |

# Flash - guidelines and technical specifications

NDM accepts Flash files published as **version 9** and **Action Script 2** or below for both site-served and 3rd party served creatives.  A backup GIF or JPG image of the same dimensions must be supplied, along with a clickthru URL.  Frame rate must be a maximum of **21** frames per second.  Creatives that require connections to multiple Flash files should be served through an approved 3rd party ad server.  For detailed instructions on how to create a Flash file, please refer to the program's help documentation or contact Adobe technical support.

A **clicktag** is Flash action script used to enable publisher ad servers to count clicks on Flash creatives and should be coded onto a Button layer in your Flash movie, not as a Frame action.

**Accepted case variations of clicktag**

For Flash files, the clicktag is case sensitive.  Please ensure your action script matches the following:

   _level0.clickTag

For single Flash files with multiple clickable areas and separate destination URLs, please use the following naming convention up to a maximum of 10 instances:

   clickTag1
   clickTag2
   clickTag3   *etc.*

For clicktag specifications in 3rd party served flash creatives, please refer to your vendor's documentation.

** Please note that for all swf creative supplied a back up gif/jpg is required for each ad and each ad unit**
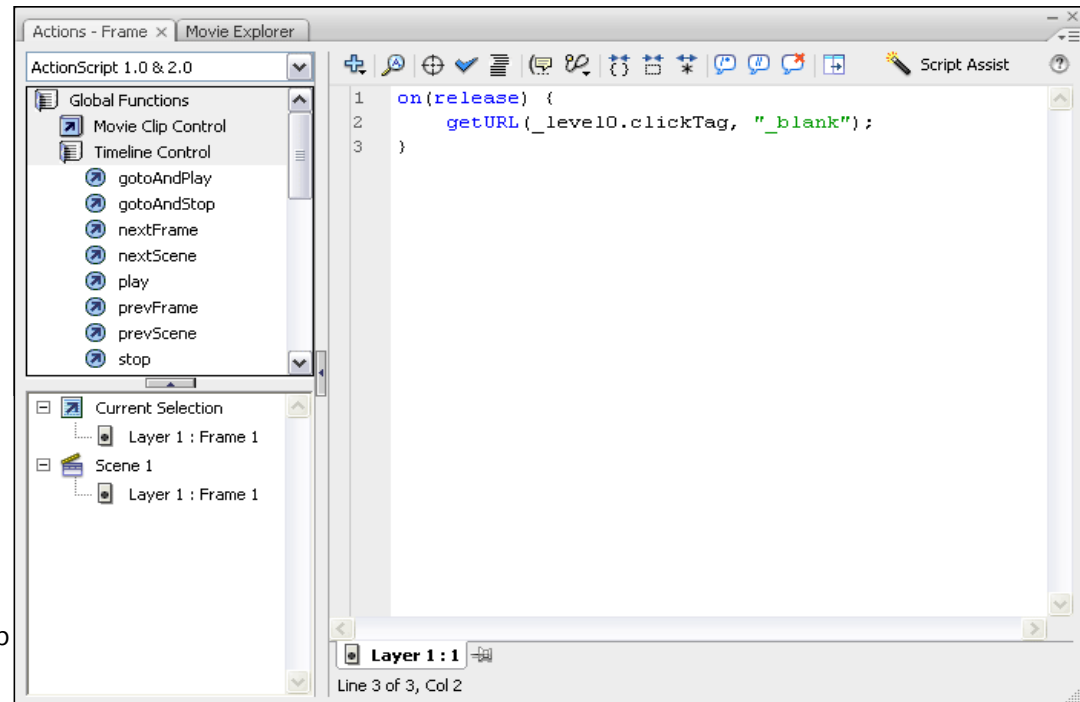
# 3rd party ad serving

3rd party ad serving allows for greater flexibility and centralised reporting for advertisers and agencies when running campaigns across multiple publishers.


**Approved vendors: Standard, non Rich Media**

Atlas Solutions, Doubleclick, Eyeblaster, Facilitate Digital, Mediaplex

**Approved vendors: Rich Media - In Page, Expanding and OTPs**

Atlas Solutions, Doubleclick, Eyeblaster, Facilitate Digital/Eyewonder


All 3rd party redirects must be live when submitted, to enable thorough testing before creatives go live.  All 3rd party ad serving charges are the responsibility of the advertiser or agency.

The setting of 3rd party cookies, on News Digital Media sites for re-targeting or any other user tracking purposes is not permitted without prior approval from NDM.

# Ad Submission guidelines

**Creative and Campaign setup - turnaround times** (commencing from receipt of all creative materials)

| Creative type | Definition | Turnaround time |
|---|---|---|
| Standard creatives | Site-served image/flash, non-rich media 3rd party redirects | 2 full working days |
| Complex creatives | Large volumes of standard creatives, expanding/polite 3rd party rich media | 3 full working days |
| Non-standard creatives | OTPs, in stream video, catalogues, page takeovers, re-skinning, advertorials, competitions, custom integration | 5 full working days |

All creative must conform to NDM's published ad specifications or will be returned for revision, which may impact the scheduled start of your campaign.  Any exceptions must be approved by NDM Ad Ops management and editorial/site owners where applicable.

# Creative Acceptance policies

NDM reserves the right to remove from rotation or request the removal/revision of any creative that is deemed unsuitable for the users of our sites.

NDM may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.