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**	
Strip Ad (TrueLocal)	336 x 26	---	5kb	TrueLocal only
Tile (TrueLocal)	138x100	---	5kb	TrueLocal only
Skyscraper	120 x 600	40kb	20kb	Career One, Australian Good Taste, Cricinfo, Carsguide only
Ticker	650 x 40	15kb	15kb	Mastheads
Microbar	88 x 31	---	5kb	Taste only

Site-specific - standard display ads (continued)

Ad size	Dimensions (W x H)	Maximum file size		Notes
		Flash	**GIF/JPG**	
Tile (Cricinfo)	150 x 140	5kb	5kb	Cricinfo ROS only
Button (Cricinfo)	150 x 60	5kb	5kb	Cricinfo ROS only
utton (Cricinfo live scorecard	145 x 70	5kb	5kb	Cricinfo live scorecards only
Sponsor Strip	650 x 40	15kb	15kb	Cricinfo live scorecards only

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 site, 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		
			Default Flash	GIF/JPG	Expanded Panel Rich Flash
Leaderboard	728 x 90	728 x 250	40kb	30kb	100kb
Medium Rectangle	300 x 250	600 x 350	40kb	30kb	100kb
Half Page	300 x 600	600 x 600	40kb	30kb	100kb

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
Standard OTP	500 x 500	100kb	300 x 250	40kb / 30kb	7 seconds
Full Page OTP	1000 x 750	100kb	300 x 250	40kb / 30kb	10 seconds

Over The Page ad guidelines

A clearly-defined close button including the word **Close** and a **X** symbol with minimum dimensions of
All OTPs should feature a background of at least 20% opacity to ensure users are able to locate the
Close button on page backgrounds. 100% transparent executions are not permitted.

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
Creative Spots (choice of 3 buttons or 1 medium rectangle)	300 x 83	Max file size (each): 10kb. GIF, JPG, PNG, accepted. Can 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.
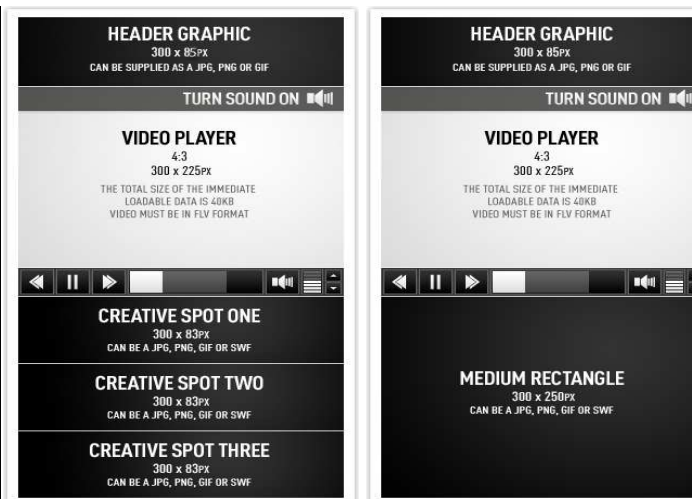
Individual creative components cannot be 3rd party served. 3rd party click or impression tracking is permitted.

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

No Action Script required in SWF creatives

Video must have sound.

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,

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.
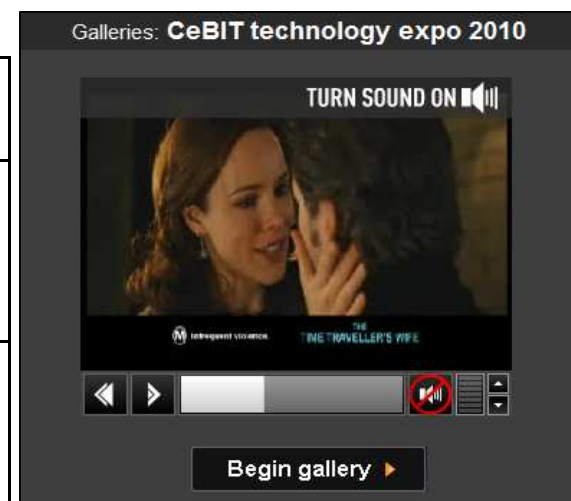
No Action Script required in SWF creatives

Video must have sound

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 Expands to the left, then downwards 0.75s delay

2. Expanded Video				
Format	Expanded Dimensions (W x H)	Audio Initiation	Close 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	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 or, Otpion 2: Alternate Videos or 2 Click Through URLs or, Option 3: Medium Rectangle	300x100 (x2) or, - (N/A) or, 300x250	2 short recs sit adjacent to each other as Call to Action page or, Can choose for alternate videos to be provided, or 2 click thru URLs or, 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.
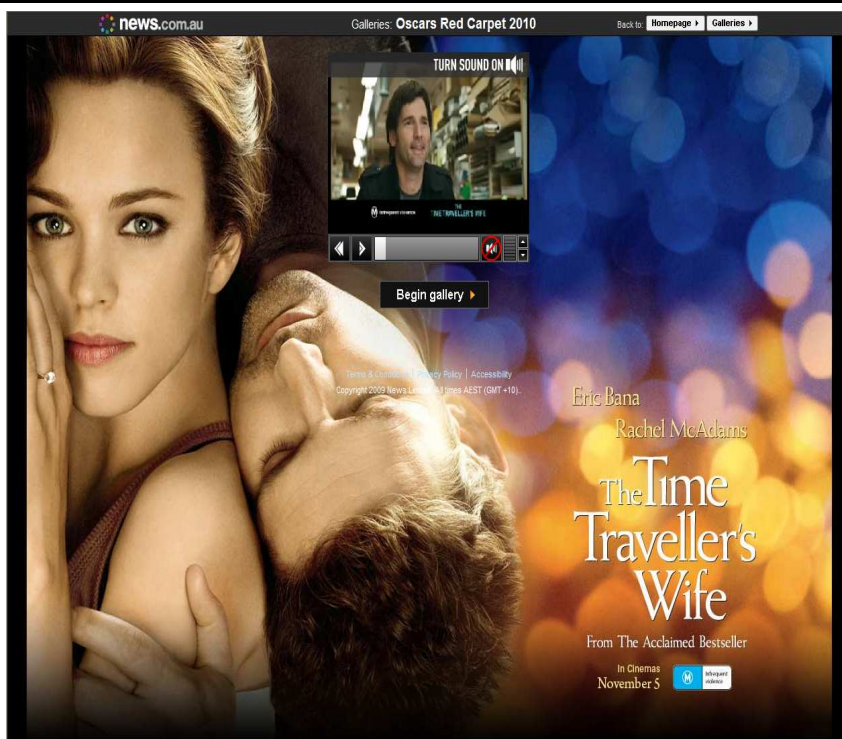
No Action Script required in SWF creatives

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)

Gallery Pre-Roll Skinning

Component	Dimensions (W x H)	File size / Formats accepted
Gallery Pre-roll	Aspect ratio - 4:3 preferred	See Gallery Pre-roll (page 14) for specifications
Skinning	1400 x 1000	Max file size: 100kb Accepted file formats: gif/jpg
Notes	Creatives should be optimised for most common screen resolution 1280x1024 Skinning is non-clickable Gallery Pre-roll skinning should run along with Gallery Pre-roll	

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	File size / Formats accepted
Leaderboard	728 x 90	Max file size: 20kb GIF/JPG/PNG
Medium Rectangle	300 x 250	Max file size: 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. The Catalogue can only be a maximum of 16 pages, and the total number of pages needs to be even.

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.
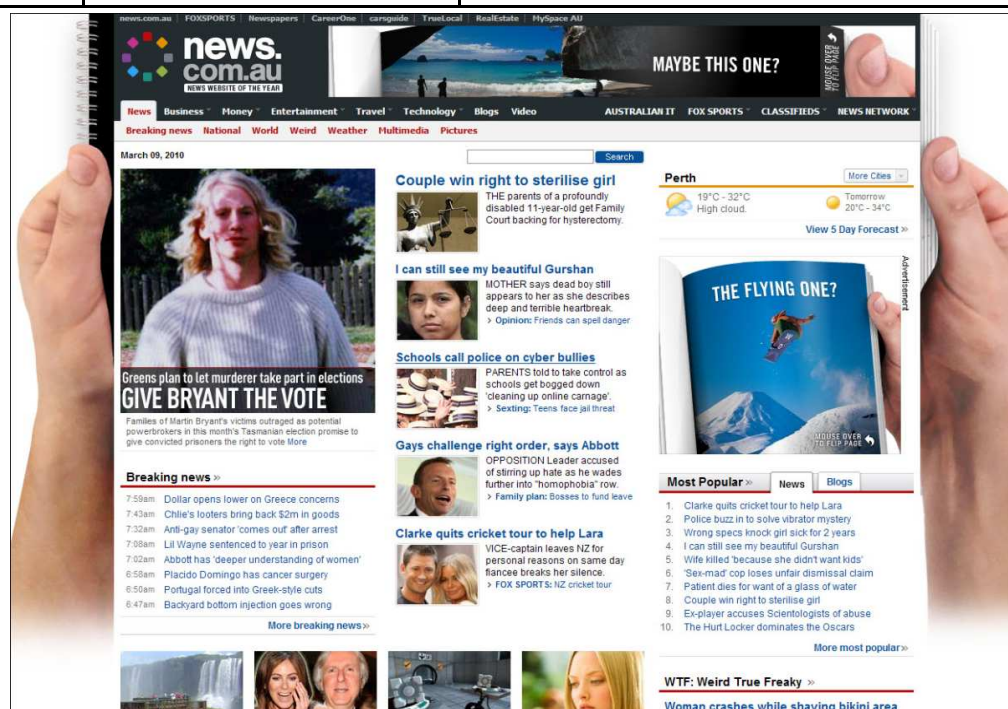
Only the Leaderboard (728 x 90) will initiate the catalogue.

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

Wallpaper

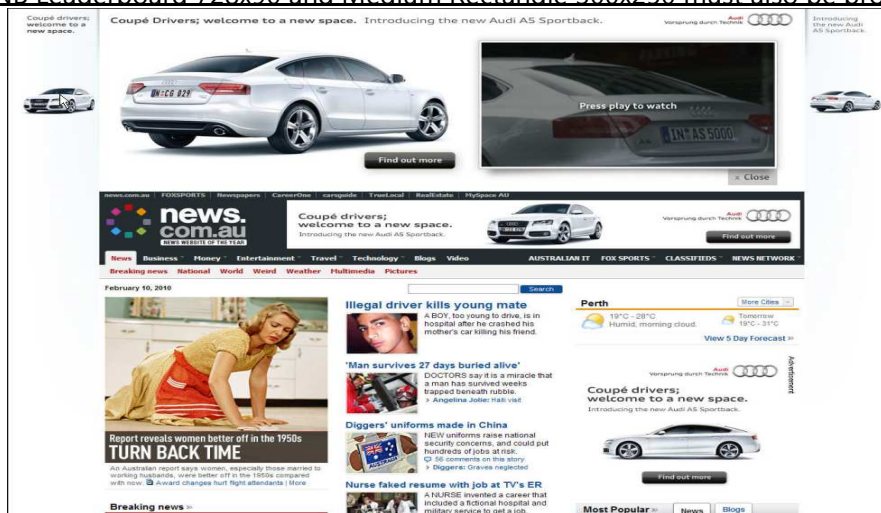| Ad	Dimensions (W x H)	File size / Formats accepted	Notes
Wallpaper	140 x 1050 (x2)	Max file size: 75kb Formats: GIF/JPG/PNG	Wallpaper is non-clickable Left and right creative must be clearly defined in filenames. Must be used inconjunction with other high impact units. Cannot be sold seperately. Wallpaper cannot be flash and cannot be animated.

Trailer Royale

Required Elements	Wallpaper	Expanded Panel	Video	Medium Rectangle
Dimensions	140 x 1050 (x2)	1000 x 465	16:9	300 x 250
Accepted Format	static GIF/JPG	static GIF/JPG	mpg, avi or mov	SWF/GIF/JPG
Image File Size	100kb		n/a	40kb
Video File Size	---	---	2mb Streaming	---
Notes	Can't be third party. Creative must be click initiated. Must use the following psd http://sops.news.com.au/images/trailer_royale_template.zip If supplying flash for medium rectangle, please supply FLA in CS3 with any fonts used. If providing flash for mrec please do not include a clicktag Creatives should be optimised for most common screen resolution 1280x1024. Please consider placing any branding/call-to-action above the fold Please see page 16 for wallpaper specs			

Pushdown

Elements	*Non Expanded*	*Expanded*	*Top Strap - Back up image*
Pixel Size	1000 x 40	1000 x 300	1000 x 40
Accepted Format	SWF	SWF	JPG/GIF
File size	40kb	100kb	20kb
Accepted 3rd Par	Atlas, Doubleclick-Motif, Eyeblaster, Facilitate and Eyewonder		
Notes	Expanding panel must open immediately upon page load and not scroll open gradually		
	Expanded panel must remain open and not close when the user rolls off the creative		
	Expanded panel must be frequency capped at 1		
	Subsequent impressions require user click initiation in order to view the expanded panel (1000x40)		
	Initial file size must be kept to 40kb to ensure expansion is not delayed		
	Larger file sizes, including video assets must only commence loading politely after creative is fully expanded		
	Video files can be up to 2MB in size and must not autoplay		
	Close button required on expanded panel min. dimensions of 70x30 with 'Close [X]' text		
	Close button positioned in the top right corner		
	NB Leaderboard 728x90 and Medium Rectangle 300x250 must also be provided		

Page Wrap

| Required Elements	*Wallpaper*	*Top Strap*
Dimensions	140x1050 (x2)	1000x40
Accepted Format	jpg	jpg
Image File Size	75kb	30kb
Notes	Creative must be optimised by the most common screen resolution (1280x1024) Leaderboard (728x90) and Medium Rectangle (300x250) must also be provided For wallpaper specs please see page 16	

Side Skinning

Component	Dimensions (W x H)	File size / Formats accepted	Notes
Side Skins	115 x 850	Max file size: 15kb SWF/GIF/JPG/PNG	2 Side Skins required (one for each side of the webpage); Differing URLs can be supplied for each Side Skin (maximum 1 URL per side) NO action script to be embedded into the swf Maximum of ONE creative asset per side skin Skinning is capped at 5 per user per day

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

Video Player Skinning

Component	Dimensions (W x H)	File size / Formats accepted	Notes
Wallpaper	140 x 1050 (x2)	Max file size: 75kb Format: GIF/JPG/PNG	Please see Wallpaper specs
Skinning	486 x 320	Max file size: 15kb Format: GIF/JPG/PNG	Skinning is non-clickable Please do not put any messaging in the center or bottom of the skinning as the will be covered by the Medium Rectangle (300 x 250) and the short rectangle (300 x 100)
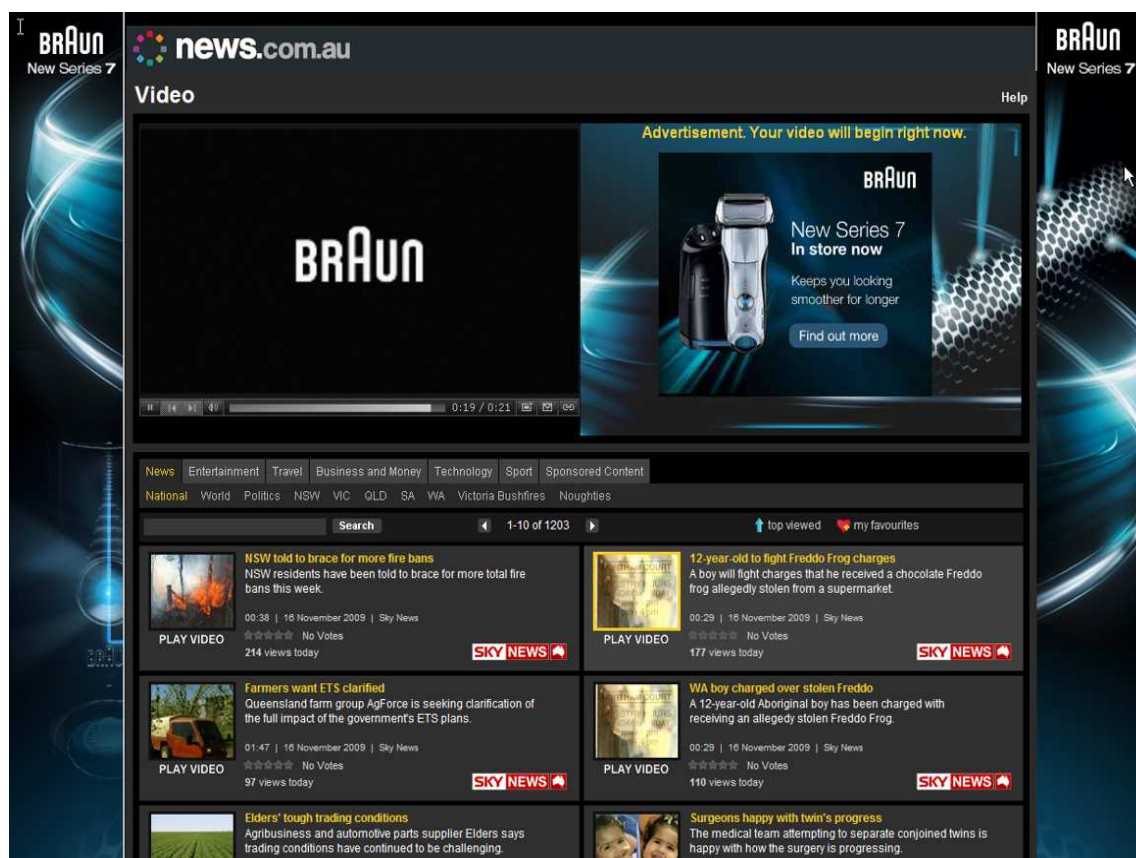
Double Column Block

Component	Dimensions (W x H)	File size / Formats accepted
Double Column Block	650 x 220	Max file size: 40kb SWF/GIF/JPG/PNG

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	GIF/JPG 15kb. 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
			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)
High	4 : 3	384 x 288	576Kbps 2-Pass VBR (On2Vp6)	128Kbps/44.1KHz Stereo (Mp3)
	16 : 9	512 x 288		

Newsletters

Site / Newsletter	Image dimensions (W x H)	Max file size GIF/JPG	Character limits	Notes
Daily Telegraph, Herald Sun, Australian IT PING, Australian Business Briefing, eNewsletter	300 x 250	20kb	---	GIF/JPG or 3rd party standard image redirects only
	468 x 60	15kb		
Adelaide Now, Courier Mail, Perth Now	300x250	20kb	---	GIF/JPG or 3rd party standard image redirects only
CARSguide	300x250	20kb	---	GIF/JPG or 3rd party standard image redirects only
News.com.au Travel	300 x 250	20kb	Heading - 25 characters, Body - 70 characters (incl. spaces & punctuation)	Image cannot be 3rd party served
	468 x 60	15kb	---	GIF/JPG or 3rd party standard image redirects only
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

Newsletters *(continued)*

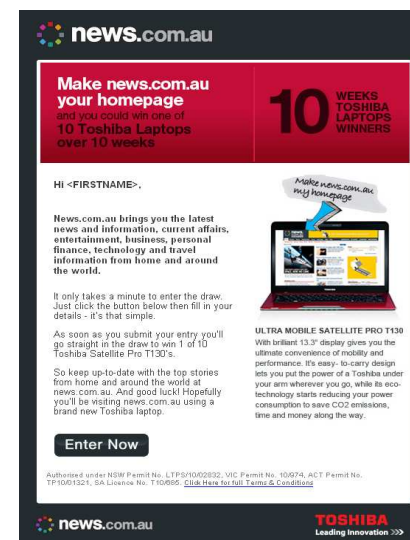| Site / Newsletter	Image dimensions	Max file size GIF/JPG	Character limits	Notes
Moshtix - all newsletters	300 x 250	20kb	---	GIF/JPG or 3rd party standard image redirects only
	468x60	20kb		
Vogue - Club Vogue	185 x 125	30kb	Heading - 25 characters (no spaces) Body - 65 characters (no spaces)	Image 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)	---
Notebook	300 x 250	20kb	---	GIF/JPG or 3rd party standard image redirects only
	728x90	20kb		

Solus EDMs

Provision of creative assets to News Digital Media

HTML email design, scripting and rendering in email environments such as Hotmail, Yahoo, Bigpond, etc. can be very different when viewed as a web page via a web browser. Common web page elements may not be supported in certain email environments.

The information specified below is required to ensure best-practice guidelines are followed for the creation and production of HTML version emails. Please note, that failure to adhere to these recommendations may impact campaign effectiveness.

Additional costs may also be incurred to fix non-compliant creative assets.

General design guidelines

Dimensions:	Keep email width to no more than 550-600 pixels.
Design:	Avoid using images only and use text where possible (spam filters often measure the ratio of text vs HTML in the message). Be mindful of overusing imagery or tables with rounded edges or gradient colour styles that may require
Fonts:	Use standard accepted fonts such as Arial, Helvetica, Sans-serif, Verdana, Times New Roman or Courier.
Templates:	Refer to NDM Direct templates.
Dynamic elements:	Embedded survey forms, drop-down menus and search bars can be stripped out or their functionality disabled. Do not use Flash, Java-script, DHTML or iFrames. Some environments also do not support the use of animated GIFs.

HTML source code guidelines (when supplied by the client)

Style sheets:	Avoid using styles at the top of the page or referenced externally, but rather "inline" in the code or cell where the style is needed. Hyperlink colours should be specified as an inline style.
Layout:	Do not use CSS/DIV layout. Tables are recommended.
Content:	Allow space at the top of the email for insertion of "pre-header" copy and/or a hosted link to view the email on a web
	Use line breaks ( ) instead of paragraph (<p>) tags to prevent web-based email environments from overriding
Images:	Avoid using background images if possible. Ensure ALT tags for images have been labeled. If images do not appear in an email, the ALT tag description will be shown.
Anchor tags:	Anchor tag preparation should be clean and simple. eg. Either use an image to represent 1 link: <IMG SRC="intro.gif"> or use text (which is preferred): intro The Anchor target:
Source code:	Ensure that opening <HTML> and closing </HTML> tags are present in the source code. Also ensure the <TITLE> description at the top of the email code is labeled.

Text version guidelines

Text format:	Provide a separate text version of the email – this does NOT need to be identical to the HTML. Copy for text only emails should be provided as unformatted text in Notepad (txt) format – do not use tabs or symbols (although â and Use carriage returns to separate paragraphs. Text should be manually wrapped to 60-65 characters. Use underlines such as --- and ___ to separate sections of text.

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. Creative should not flash/blink more than three times in any one second to minimise risk to those who suffer from seizures and to minimise user distraction, Ref: http://www.w3.org/TR/2008/REC-WCAG20-20081211/#seizure

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**
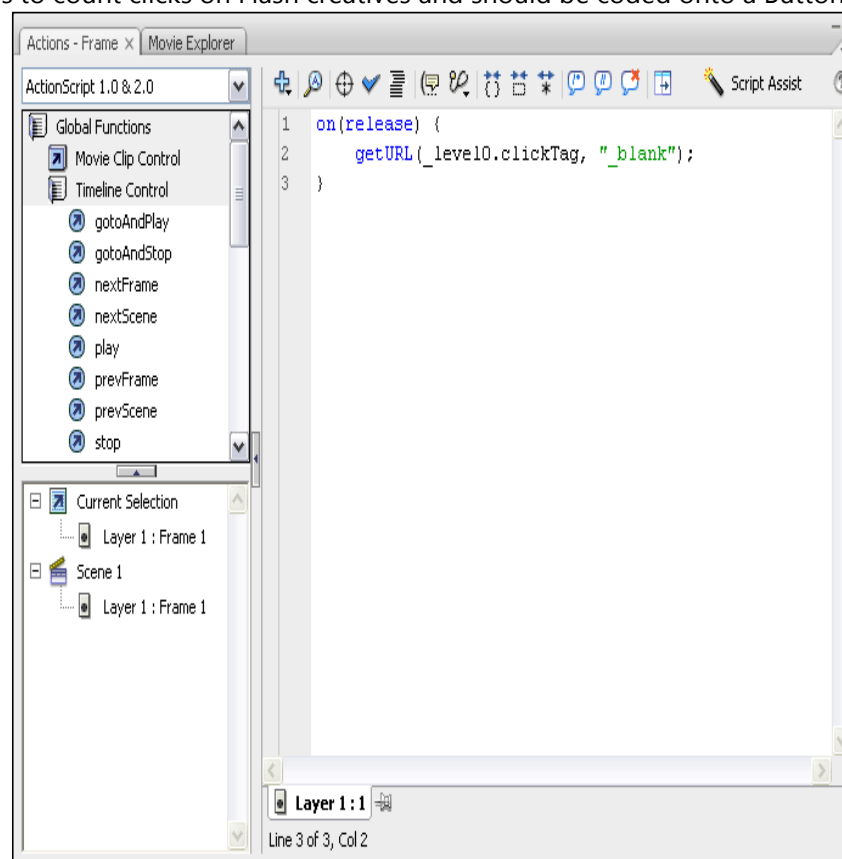
3rd party ad serving

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 *correct* 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, 3rd party rich media expanding/polite	3 full working days
Non-standard creatives	OTPs, in stream video, catalogues, page takeovers, re-skinning, advertorials, competitions, custom integration, Trailer Royales, pushdown, iPad/Mobile Device	5 full working days

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. NDM does not host or create and Over the Page ads.

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.