Online Advertising Specifications

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.

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.

NDM Advertising Terms and Conditions

http://sops.news.com.au/terms/NDM_Display_Terms_and_Conditions.pdf

AD SUBMISSION GUIDELINES

Creative and campaign setup turnaround times (commencing from receipt of all correct creative materials)

creative type	definition	setup turnaround times
standard creatives	site-served image/flash, non-rich media 3rd party redirects	2 full working days
complex creatives	large volumes (eight or more) 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, pushdowns, iPad/mobile device	5 full working days

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.

type of ad	approved vendors
standard	Atlas Solutions, Doubleclick, Mediamind, Facilitate Digital, Mediaplex
non rich media	Atlas Solutions, Doubleclick, Mediamind, Facilitate Digital, Mediaplex
rich media (in page, expanding and OTPs)	Atlas Solutions, Doubleclick, Mediamind, 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. If you wish to use a vendor not listed here, please contact your Campaign Manager as early as possible to arrange testing.

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.

STANDARD DISPLAY ADS: NETWORK-WIDE

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

Ad	Dimensions	Maximum file size		Notes
		Flash	GIF/JPG	
leaderboard	728 x 90	40KB	30KB	**mandatory** for performance campaigns - **CPA & CPC**
medium rectangle	300 x 250	40KB	30KB	**mandatory** for performance campaigns - **CPA & CPC**
half page	300 x 600	40KB	30KB	**mandatory** for performance campaigns - **CPA & CPC**
short rectangle	300 x 100	20KB	15KB	**mandatory** for performance campaigns - **CPA & CPC**
text link	--	--	--	Heading - 25 characters, Body - 70 characters (incl. spaces & punctuation). **mandatory for performance CPC campaigns only; not required for CPA**
banner	468 x 60	20KB	15KB	optional for performance campaigns
skyscraper	120 x 600	40KB	30KB	optional for performance campaigns
wide skyscraper	160 x 600	40KB	30KB	optional for performance campaigns

STANDARD DISPLAY ADS: SITE-SPECIFIC

Ad	Dimensions	Maximum file size		Notes
		Flash	GIF/JPG	
inline banner	460 x 65	--	20KB	Carsguide
button	150 x 60	5KB	5KB	Cricinfo ROS
tile	150 x 140	5KB	5KB	Cricinfo ROS
ticker	650 x 40	15KB	15KB	News.com.au, Mastheads
microbar	88 x 31	--	5KB	Taste
double column block	650 x 220	40KB	30KB	News.com.au, The Australian
strip ad	336 x 26	--	15KB	TrueLocal
tile	138 x 100	--	15KB	TrueLocal

FLASH REQUIREMENTS

NDM accepts Flash files published as version 9 and Action Script 2 or below for both site-served and 3rd party served creatives. 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 (http://www.w3.org/TR/2008/REC-WCAG20-20081211/#seizure)

Creatives that require connections to multiple Flash files should be served through an approved 3rd party ad server. For click-tag specifications in 3rd party served flash creatives, please refer to your vendor's documentation.

A click-tag is Flash action script used to enable publisher ad servers to count clicks on Flash creatives. It must be coded onto a Button layer in your Flash movie, not as a frame action.

For flash files, the click tag is case sensitive. Please ensure your action script matches the following:

_level0.clickTag

If easier, please copy and paste this into the action script:

on (release) {

getURL (_level0.clickTag, "_blank");

}

For single flash files with multiple clickable areas & separate destination URLs, use the following convention up to a max. 10 instances:

_level0.clickTag1

_level0.clickTag2

_level0.clickTag3 etc

A backup GIF or JPG image of the same dimensions must be supplied, along with a click-through URL.

RICH MEDIA: IN PAGE AND EXPANDING ADS

These allow for larger, politely loaded file sizes and must be served by an NDM-approved 3rd party rich media vendor (page 2)

Ad	In Page Dimensions	Expanded Dimensions	Default Flash	GIF/JPG	Video	Expanded Panel Rich Flash
Leaderboard	728 x 90	728 x 250	40KB	30KB	100KB	2MB
Medium Rectangle	300 x 250	600 x 350	40KB	30KB	100KB	2MB
Half Page	300 x 600	600 x 600	40KB	30KB	100KB	2MB

All expanding ads must be user initiated and must not automatically expand upon page load. If initiated by a click, the ad can remain open (eg: to allow form entry or game play) provided a clearly defined 'close' button is visible. If the creative is mouse-over to expand, all expanding panels must close immediately when the user mouses off the creative and also when the 'close' button is clicked.

EXTRA REQUIREMENTS

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	---		

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.

RICH MEDIA: OVER THE PAGE (OTP) ADS

Ad size	OTP Dimensions (W x H)	OTP Max. File Size	Reminder Dimensions (W x H)	Reminder Max File size Flash/GIF	Max. Duration	Positioning
Standard OTP	500 x 500	100KB	300 x 250	40KB / 30KB	7 secs	50% of browser height & 25% of browser width (to avoid covering the medrec)
Full Page OTP	1000 x 750	100KB	300 x 250	40KB / 30KB	10 secs	Underneath the site navigation bar

OTPs must be served by an NDM-approved 3rd party rich media vendor (page 2). 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.

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.

OTPs must be frequency capped at 1 impression per user over the duration of the campaign.

EXTRA REQUIREMENTS

Detail		Dimensions (W x H)	Position	Requirements
Close button	Must include the word 'close' and a 'x' symbol	70 x 30	Top right hand corner of OTP	Must be present for entire duration of OTP. Must be a contrasting colour to the OTP background
Background	---	---	---	At least 20% opacity 100% transparent executions are not permitted.
Sound	Must provide a mute/un-mute button	---	---	User initiated by click

RICH VIDEO MULTIPLEX: RMX AND GALLERY PRE-ROLL

	Dimensions (W x H)	300x250 (RMX and Gallery Pre-Roll)	300x600 (RMX only)
Header	300 x 85	---	Max file size 10KB. GIF/JPG/PNG accepted
Video Player	300 x 225 Aspect ratio 4:3	Video encoded to FLV format by NDM. Submit in high quality digital format. Must have sound. MOV (using Animation Codec) with bit rate above 800Kbps preferred. MPG and AVI accepted. Large video files accepted via DVD, FTP or alternative file delivery service (eg. yousendit.com, Adstream)	
Creative Spots	300 x 83 OR	---	Three spots. Max file size 10KB (each). GIF/JPG/PNG accepted Can be used to play individual videos or click through to individual URLs.
	300 x 250	---	One spot. Max file size: 30KB. GIF/JPG/PNG/SWF accepted
Backup Image		Max file size: 30KB GIF/JPG/PNG accepted. Will appear as the leave behind after the video finishes playing. NB: Video controls will still appear across the bottom of the leave behind	

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

No action script required in SWF creatives. All Flash files must have a minimum of two frames. The first frame of the timeline must be left blank (eg: no movie clips, sound or graphic objects on 1st frame).

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

WALLPAPER

Ad	Dimensions (W x H)	Max. file size / Formats accepted	Notes
Wallpaper	140 x 1050 (x2)	75KB GIF/JPG/PNG	Non-clickable, not animated, not flash Left and right creative must be clearly defined in filenames. Must be used in conjunction with other high impact units. Cannot be bought separately.

PAGE WRAP

Ad	Dimensions (W x H)	Max. file size / Formats accepted	Notes
Top Strap	1000 X 40	30KB GIF/JPG	Creative must be optimised by the most common screen resolution (1280x1024)
Wallpaper	140 x 1050 (x2)	75KB GIF/JPG/PNG	See wallpaper specs (above)

SIDESKINS

Ad	Dimensions (W x H)	Max. file size / Formats accepted	Notes
Sideskins	115 x 850 (x2)	15KB SWF/GIF/JPG/PNG	Maximum of 1 creative asset per sideskin. Left and right creative must be clearly defined in filenames. No action script to be embedded in the SWF Capped at 5 per user, per day All Flash files must have a minimum of two frames. The first frame of the timeline must be left blank (eg: no movie clips, sound or graphic objects on 1st frame).

TRAILER ROYALE

Component	Dimensions (W x H)	Max. file size / Formats accepted
Wallpaper	Please see Page 7 - Wallpaper Specs	
Expanded Panel	1000 x 465	100KB. GIF/JPG
Medium Rectangle	Please see Page 3 – Standard Display Ad Specs If supplying flash for medium rectangle, please supply FLA in CS3 with all fonts used and do not include a click tag.	
Leaderboard		
Video	16:9 aspect ratio	2MB streaming. MPG, AVI or MOV

Must use the following PSD: http://sops.news.com.au/images/trailer_royale_template.zip

Cannot be 3rd party ad served. Creatives can be impression and/or click tracked.

Creatives should be optimised for most common screen resolution 1280 x 1024 (W x H).

Please consider placing any branding/call-to-action above the fold as the Trailer Royale only opens when the medium rectangle is clicked.

All Flash files must have a minimum of two frames. The first frame of the timeline must be left blank (eg: no movie clips, sound or graphic objects on 1st frame).

PUSHDOWN

Ad	Dimensions (W x H)	Max. file size / Formats accepted	Notes
Medium Rectangle	300 x 250	40KB SWF/GIF/JPG	---
Leaderboard	728 x 90	40KB SWF/GIF/JPG	---
Non Expanded Panel	1000 x 40	40KB SWF/GIF/JPG	---
Expanded Panel	1000 x 300	100KB SWF/GIF/JPG	Must open immediately upon page load and not scroll open gradually Must remain open and not close when user rolls off creative Frequency capped at 1 Subsequent impressions require click initiation

The pushdown must be served by an NDM-approved 3rd party rich media vendor (Atlas, Doubleclick-Motif, MediaMind, Facilitate and Eyewonder).

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 auto-play

EXTRA REQUIREMENTS

Detail		Dimensions (W x H)	Position	Requirements
Close button	Must include the word 'close' and a 'x' symbol	70 x 30	Top right hand corner of expanded panel	Must be present for entire duration and must be a contrasting colour to the expanded panel background

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. Cannot be 3rd party ad served.

Product	Component	Dimensions (W x H)	Max. file size / Formats accepted	Notes
Pre-Roll	Video	Aspect Ratio 4:3	Max duration: 15 secs	Video encoded to FLV format by NDM: Submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800Kbps preferred. MPG and AVI accepted.
				Video encoded to FLV format by Client: See FLV encoding settings on page 12
	Companion	300 x 250	40KB SWF/GIF/JPG	Can be 3rd party ad served
Overlay	Flash in Flash	300 x 50	15KB GIF/JPG	Cannot be 3rd party ad served
Overlay Click to Video	Flash in Flash	300 x 50		FLA required. Cannot be 3rd party ad served
	Video	Aspect Ratio 4:3	Max duration: 15 secs	Video encoded to FLV format by NDM: Submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800Kbps preferred. MPG and AVI accepted.
				Video encoded to FLV format by Client: See FLV encoding settings below
Interactive	Flash in Flash	485 x 285		FLA required.

VIDEO PLAYER SKINNING

Ad	Dimensions (W x H)	Max. file size / Formats accepted	Notes
Wallpaper			Please see Page 7 - Wallpaper Specs
Skinning	486 x 320	175KB GIF/JPG/PNG	Non-clickable. No messaging to be placed in the center or bottom of skinning as it will be covered by the Medium Rectangle.

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	Video settings	Audio settings
Low	4 : 3	80Kbps 2-Pass VBR (On2Vp6)	48KBps/44.1KHz Mono (Mp3)
	16 : 9		
Mid	4 : 3	256KBps 2-Pass VBR (On2Vp6)	64KBps/44.1KHz Mono (Mp3)
	16 : 9		
High	4 : 3	576Kbps 2-Pass VBR (On2Vp6)	128Kbps/44.1KHz Stereo (Mp3)
	16 : 9		

NEWSLETTERS

Site / Newsletter	Dimensions (W x H)	Max File Size	Formats accepted
The Australian Capital Circle, The Australian Business Briefing, The Australian IT Ping, The Mercury, PerthNow Business	300 x 250	30KB	GIF/JPG or 3rd party standard image re-directs only
	2x 468 x 60	15KB	GIF/JPG or 3rd party standard image re-directs only
AdelaideNow, Courier Mail, Daily Telegraph, Herald Sun, News.com.au, PerthNow	2x 300x250	30KB	GIF/JPG or 3rd party standard image re-directs only
Carsguide, Getprice, News.com.au Travel, Taste, SA Business Journal, SportingPulse (monthly)	1x 300 x 250	30KB	GIF/JPG or 3rd party standard image re-directs only
The Punch	1x 300x250	30KB	GIF/JPG or 3rd party standard image re-directs only
	1x 468x60	15KB	
Homelife	1x 728x90, 1x 300x250	30KB	GIF/JPG or 3rd party standard image re-directs only

CUSTOM NEWSLETTERS

Site / Newsletter	Assets required	Dimensions (W x H)	Max File size	Notes
Moshguide (weekly)	Custom:	620x300	100KB	• Self contained HTML file which will be inserted into the Moshguide template • All images to be hosted on clients own server • Tracking and click through links are the responsibility of the client • HTML must be as simple as possible (ie, only text, images and hyperlinks) • No embedded swf files or video will be accepted
	Standard:	2x 300x250, 1x468x60	30KB	GIF/JPG or 3rd party standard image re-directs only
SportingPulse Club Offers (standard)	Custom:	176x75	15KB	• Title: 25 characters (including spaces) • Advertorial Text: 120 Characters (including spaces) GIF/JPG or 3rd party standard image re-directs only
Vogue - Club Vogue (weekly)	Custom:	185 x 125	30KB	• Heading – 25 characters (not including spaces) • Body – 65 characters (not including spaces) GIF/JPG or 3rd party standard image re-directs only

SOLUS EDMS

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, delivery scheduling/timelines and end-customer experience. Additional costs may also be incurred to fix non-compliant creative assets.

Dimensions:	Keep email width to no greater than 600 pixels. 550 pixels is recommended.
Design:	Avoid using images only; use text where possible (spam filters often measure the ratio of text vs. HTML). Be mindful of overusing imagery or tables with rounded edges/gradient colour styles that may require use of background images, as they are not supported in some email environments.
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 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 page.

Use line breaks (<br>) instead of paragraph (<p>) tags to prevent web-based email environments from overriding some styles.

Images: Avoid using background images if possible. Ensure ALT tags for images have been labelled. 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 labelled.

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 ã will work). 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.

TABLET DEVICES

Creative guidelines are consistent across iPad and Android platforms to ensure maximum compatibility and to reduce design overheads for advertisers. Flash creatives are not permitted. For vector/line graphics based creatives, we recommend PNG format. For photo/complex graphics based creatives, we recommend JPG format. Large video files accepted via FTP or alternative file delivery service (eg. yousendit.com, Adstream). 3rd party serving of any creative elements is not permitted. 3rd party click-through tracking is accepted.

FULL PAGE ADS

- HTML, CSS and JavaScript must comply with HTML5 and W3C standards. A combined portrait/landscape ad creative will be served as a single orientation aware HTML5 creative, which will need to handle a change from portrait to landscape and vice-versa.
- Total size of a Full Page creative including inline images, HTML, CSS and JavaScript etc. must not exceed 256 Kb.
- Min. requirements for a full page ad are two static images in JPG or PNG format of landscape (970 x 728) and portrait (738 x 984) dimensions. In the event of creative development/submission delays, we strongly recommend that all HTML creatives are accompanied by this image-only option which can be served temporarily to avoid delays in your campaign commencement.
- We recommended that all CSS and JavaScript be minified for optimal delivery and user experience. It is also recommended that lossless compression be applied to images via tools such as Smush-It or OptiPNG prior to base64 encoding.
- All external resources (CSS, JavaScript, Fonts and Images etc.) must be inline within the HTML using base64 encoding. *This is required for ads to work correctly when the user is offline.*
- For optimum performance and readability you must ensure that external resources such as JavaScript and CSS are placed in the head tag rather than in the body of the HTML creative.
- A 100 x 55 pixel close button (not required in the creative) will be placed by the app on the top right corner of the ad. Close behaviour is handled by the app; please ensure that no advertiser branding or call-to-action content is present at this location.
- The authoring of all HTML, JavaScript or CSS code is the sole responsibility of the creative agency. Please ensure your code is run through a W3C HTML validation script before submission.
- NDM will provide full testing upon receipt of all creative elements built to correct specifications. Non-compliant creative elements will be returned for revision and may result in scheduling delays.

TABLET DEVICES CONTINUED

OVERALL DIMENSIONS – FULL PAGE ADS

Creative will be served in a 4:3 aspect ratio inside the app and scaled down where required for smaller resolution devices.
Overall dimensions are included below.

App Name	Portrait	Landscape
iPad – The Australian	768 x 984 pixels	1024 x 728 pixels
iPad – other Mastheads	738 x 984 pixels	970 x 728 pixels
Android – The Australian		

VIDEO – FULL PAGE ADS ONLY

- Video files may be hosted and re-encoded by NDM for optimised delivery.
- Video duration is limited to 60 seconds, irrespective of video delivery mechanism or hosting location.
- There is no limit to the bit rate currently, however the total data transferred for the video must not exceed 5 MB if hosted by NDM or not served by an external streaming server.
- Larger videos must be hosted at a client-provided streaming server and delivered to the iPad via MMS or RTSP protocols.
- If the video is being streamed by the client then a 64kbps low bandwidth stream must be provided in addition to the primary stream.
- Video container/player must show a loading indication while video is downloading or buffering.
- Video must be user initiated and must not play automatically upon creative loading.
- Video must be encoded using the H.264 codec in .m4v, .mp4 or .mov file formats.

INLINE ADS (EXCLUDING THE AUSTRALIAN)

- Formats accepted – static image only in JPG or PNG format. Video, JavaScript, Flash or HTML is not permitted
- Maximum file size - 40kb
- Dimensions – 200 x 400 pixels
- Creative does not need to be orientation-aware
- Inline ads are not currently available in The Australian Android apps

TABLET DEVICES CONTINUED

REFERENCES FOR TABLET DEVICES

W3C HTML Validator

http://validator.w3.org/

Apple Technical Note TN2262 – "Preparing Your Web Content for iPad"

http://developer.apple.com/library/safari/#technotes/tn2010/tn2262/index.html

Safari HTML Reference

http://developer.apple.com/library/safari/#documentation/AppleApplications/Reference/SafariHTMLRef

Safari CSS Reference

http://developer.apple.com/library/safari/#documentation/AppleApplications/Reference/SafariCSSRef

Smush-It

http://developer.yahoo.com/yslow/smushit/

Opti-PNG

http://optipng.sourceforge.net/

Online base64 encoder/decoders

http://www.motobit.com/util/base64-decoder-encoder.asp

http://www.opinionatedgeek.com/dotnet/tools/base64encode/