specs

DIGITAL TECHNICAL SPECS
Standard ads

Creative constructed in standard web-image formats, such as GIF, JPEG, PNG as well as single file flash (SWF) executions of any of the dimensions listed below are considered standard ads. Such creative may be hosted by *Smart Investor*'s internal adserving system or delivered via JavaScript redirect tags hosted by a third party ad-serving vendor (unless stated otherwise in table). Executions involving audio, video, datacapture etc. are considered rich media banners and are required to be hosted by a third party ad serving vendor.

NAME	DIMENSIONS (W x H) PX	BASE FILE WEIGHT	RICH FILE WEIGHT (3rd party ad served only)	FILE FORMAT	NOTES
Medium Rectangle	300x250	40KB	100KB	GIF, JPG, PNG, SWF	
Half Page	300x600	40KB	100KB	GIF, JPG, PNG, SWF	
Leaderboard	728x90	40KB	100KB	GIF, JPG, PNG, SWF	
Sponsored Links (AFR articles only, BRW and SMI ROS)	60x50 (logo) + text	40KB	N/A	GIF, JPG, PNG	Must supply 3 lines of text * Line 1 = max 33 characters * Line 2 = max 33 characters * Line 3 = max 33 characters No third party ad tags
E-newsletters	300x250	40KB	N/A	Static GIF, JPG. PNG	Due to technical limitations of most popular email clients, these ads only accept static image files. No third party ad tags

GENERAL RULES
- Always supply click through url with your creative assets
- GIF, Standard Flash and Rich Flash accepted, unless stated otherwise in the above table
- Continuous looping is accepted
- Animations should not contain strobing, pulsating etc effects
- Display advertising must include a 1px solid border with at least 20% contrast against its environment

KEY FLASH CREATIVE SPECIFICATIONS
- The highest recommended frame rate is 18fps - 21fps
- Version 10 or earlier versions are accepted
- Flash ActionScript 2 is preferred, AS3 is accepted
- Adobe files must be saved as CS4 or earlier versions
- Please note that CPU load limitations apply to all flash creative

FLASH ACTIONSCRIPT FOR BUTTON CLICK THROUGH

```
on (release) {
    getURL(_level0.clickTag, "_blank");
}
```

LEAD TIME:
Tier 1 Standard Banner Execution: 3 business days prior to start date.
NOTE: Financial Review Group reserves the right to change the specifications without notice at any time.

CONTACT:
Campaign Manager - Digital, Financial Review Group
T: (02) 9282 2844 or (02) 9282 2393 | E: traffic@afr.com.au

DIGITAL TECHNICAL SPECS
Rich Media

Rich media creatives are interactive, highly engaging ad formats, usually combining a number of technologies, such as Flash, DHTML etc. Typical rich media executions are expanding ads and video rectangles. Rich media creative may include click initiated sound, video and data-capture forms to name a few features.

GENERAL RULES
- All rich media creative must be loaded "politely", i.e. following the completion of the parent page's load
- All ad creative must be delivered via third party ad tags
- Auto initiated rich media ads are frequency capped, typically 1 impression | UB | day
- Audio content must be click initiated
- All out of banner ads (expanding, etc.) are required to have a standard close button
- Strobing effects and fast animations aren't allowed
- Please note that CPU load limitations apply to all Rich Media creative
- Third party redirect tags must be live when submitted
- When closed, the ad must not disable links that are covered by it in its expanded phase, nor disable other site functionality

NAME	DIMENSIONS (W x H) PX	BASE FILE WEIGHT	EXPANDED DIMENSIONS (W x H) PX	RICH FILE WEIGHT (3rd party ad served only)	FILE FORMAT	NOTES
Medium Rectangle	300x250	40KB	600x350	100KB	GIF, JPG, PNG, SWF	
Half Page	300x600	40KB	600x600	100KB	GIF, JPG, PNG, SWF	Standard close button for expanding ads
Leaderboard	728x90	40KB	728x180	N/A	GIF, JPG, PNG	

APPROVED RICH-MEDIA VENDORS
- http://www.atlassolutions.com/
- http://www.mediamind.com/
- http://www.facilitatedigital.com/ & http://www.eyewonder.com/
- http://www.google.com/doubleclick/advertisers/studio.html

STANDARD CLOSE BUTTON GUIDELINES
Floating rich media creative is required to include a standard close button, typically in the top-right corner of the creative, while expanding ads should include the close button on part the expanded panel not overlapping the retracted area / state of the ad. However if this location is impractical or causes usability issues, a member of the creative implementation team will advise you of the required changes.

The standard close button must be placed on an opaque background using high contrast font colour to stand out from its environment. The close button should read "X-CLOSE" and use a minimum font-size of 13px, Sans-Serif font-face e.g Ariel and weight bold (900) or equivalent. Minimum dimensions of the close button must be 30(h) X 70(w) pixels.

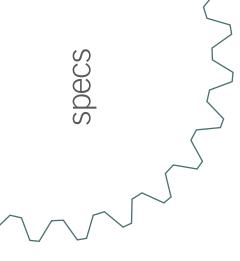Please see the following example:

LEAD TIME:
Tier 2 Standard Banner Execution: 5 business days prior to start date.

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FRG DIGITAL TECHNICAL SPECS
Page Skins

Gutter images are displayed outside of the site's boundaries, providing a strong presence for your marketing messages and are shown to users with adequate screen resolution and screen real-estate.

GENERAL RULES

- The outer edges of the creative should fade into a white [#FF0000] so they can be seamlessly embedded into the site's background
- Clickable area is restricted to the gutter image's dimension
- Gutter images must include a logo or other form of client identification. The images must be clearly expressing their nature as 'Advertisement' in order not to deceive users ('advertising' marked on the top left corner of the image.)
- Gutter treatments require pre-approval
- Images are static, animation is not allowed
- Typically the top of Gutter Images are positioned in-line with the top of the main navigation bar
- The left and right sides should be designed in such a way as to blend with the background colour. A 5px fade around the edges is recommended
- Some users may have screen resolutions too narrow to display the gutter area. In these cases the images will be removedfrom the page. To ensure gutters are shown on the maximum number of browsers, use of narrower images is recommended. For instance, if your gutters are 120px wide the required width of the users browser will be the page width (992px) plus the gutter width (120px for the left and right - 240px) which is 1232px. Reducing the gutter width to 60px means the required width is only 1112px

COMPONENT	SPECIFICATION
Gutter Image Dimensions	125px (W) x 700 (H) pixels,
File Type	Static GIF or JPG
File Size	30KB x2 (Left and Right)
Background colour value (where applicable)	defined in hexadecimal format (e.g. #FFFFFF)
Tracking	Click-through URL

LEAD TIME:

Tier 3 Standard Banner Execution: 15 business days prior to start date.
Your FRG Account Manager will advise you about creative lead times at the time of signing your booking. Creative produced by Fairfax's creative team may incur production costs and requires approval by FRG prior to an Insertion Order (IO) being signed. FRG will advise of production costs, asset delivery lead times on a case by case basis.

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FRG DIGITAL TECHNICAL SPECS
Super Hero

SuperHero is a high-impact and high-reach, polite loading custom ad placement available on homepage. It may contain auto-play video (with sound off by default), forms, games etc. Please speak to your account manager to discuss customisation options. As a premium product, this execution is packaged with the top position Medium Rectangle.

DELIVERABLES
Fairfax's Technical Operation team assembles the final execution from the following components:
- 3x 3rd party redirect tags
- 3x image files showing the first frame of the flash animations

Please note that collapse / expand functionality is handled by Fairfax's internal framework, hence no such controls are required, nor should these be implemented on the creative.

NAME	DIMENSIONS (W x H) PX	FILE SIZE	FILE FORMAT	NOTES
Initial Phase	940x250	100KB	SWF, GIF, JPG, PNG - 3rd party redirect tag serving animated flash content **AND** - Static image of the first frame of the flash animation (delivered directly as a hard file)	- Animated flash - no looping - maximum 10 seconds duration - optional replay button - Capped at 3 impressions / UB / day
Static Phase	940x250	100KB	SWF, GIF, JPG, PNG - 3rd party redirect tag serving static flash content **AND** - Static image of the first frame of the flash animation (delivered directly as a hard file)	No animation allowed
Retracted phase	940x45px	40KB	- 3rd party redirect tag serving predominantly static flash **AND / OR** - Static image	Subtle Call-To-Action animation allowed

RULES
- Superhero is present on the homepage all day
- Frequency Capping
  - Animated version is frequency capped at 3 impressions / UB / day
  - The user is presented with the static version on the fourth and all consecutive impressions
  - Exception is if the user previously collapsed the ad, then re-expands it - this will load the animated version of the creative
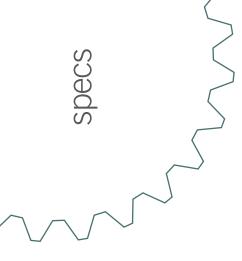
LEAD TIME:
Tier 4 Standard Banner Execution: 1 month prior to start date.
Your FRG Account Manager will advise you about creative lead times at the time of signing your booking. Creative produced by Fairfax's creative team may incur production costs and requires approval by FRG prior to an Insertion Order (IO) being signed. FRG will advise of production costs, asset delivery lead times on a case by case basis.

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FRG DIGITAL TECHNICAL SPECS
Digital Sushi Train

The Digital Sushi Train presents your products and offers in a carousel style banner. The Digital Sushi Train driven by a dynamic data feed allows advertisers to promptly change the product and price information in real time, ultimately allowing them to stock their own online shelves. Launched in rich media environments, the Digital Sushi Train allows consumers to scroll through various products, where they can view product photos, prices and video to engage consumers.

THE DIGITAL SUSHI TRAIN IS AN IN-PAGE DISPLAY CREATIVE
• Fairfax Digital Hero shape - 620x270

For an effective execution, a minimum of 5 products, product groups or categories are required.

SPECIFICATIONS
This creative is built by Fairfax and cannot be 3rd party adserved via re-direct tags. We do however support 3rd party click and impression pixel tracking.

The Sushi Train unit is made up of 2 layers:
• The background image
• The products layer

MREC	SPECIFICATION		HERO	SPECIFICATION	
Background Image	Dimensions File type File Size	300x250 JPG, PNG, static GIF Max 40KB	**Background Image**	Dimensions File type File Size	620x270 JPG, PNG, static GIF Max 40KB
Product Layer a.k.a titles	Dimensions Image type Number of products (titles) File Size	230x150 each PSD,JPG, PNG Min: 5, Max: 20 Max 30KB / title	**Product Layer a.k.a titles**	Dimensions Image type Number of products (titles) File Size	307x200 each PSD,JPG, PNG Min: 5, Max: 20 Max 30KB / title
Navigation left and right buttons	Dimensions Image type	40x60 each PSD, JPG, PNG	**Navigation left and right buttons**	Dimensions Image type	40x60 each PSD, JPG, PNG

DELIVERABLES
• Background image
• Tile Images (minimum 5, maximum 20)
• Navigation buttons (left & right buttons) [optional]

LEAD TIME:
Tier 4 Standard Banner Execution: 1 month prior to start date.
Your FRG Account Manager will advise you about creative lead times at the time of signing your booking. Creative produced by Fairfax's creative team may incur production costs and requires approval by FRG prior to an Insertion Order (IO) being signed. FRG will advise of production costs, asset delivery lead times on a case by case basis.

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