



SMART INVESTOR IPAD APP

IN ARTICLE
ADVERTISING GUIDELINES

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GEARED FOR SUCCESS

smartinvestor

IN ARTICLE ADVERTISING OVERVIEW

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Tablet Advertisement is currently available on the *Smart Investor* App for iPad running iOS4+ Operating Systems.

In-line tablet creative comprises of three ad units, the *Leaderboard* and *Medium Rectangle or Half Page*. These units may only be booked together as they compliment each other, displaying either the *Medium Rectangle* or the *Leaderboard* unit based on the article page's layout.

The *Medium Rectangle or Half Page* unit is displayed on articles where the article body does not include secondary images or multimedia links. It occupies the right-hand-side of articles. In instances where secondary article images or multimedia is displayed in this area, the *Medium Rectangle or Half Page* unit is substituted by the *Leaderboard* unit, which is rendered at the end of the article, occupying the full width of the content pane.

The *Medium Rectangle or Half Page* and *Leaderboard* shapes accept static HTML5 supported image formats and a hyperlink.

RULES

- Article advertising creative must be hosted on *Smart Investor* servers.
- Static Images only
- Each booking must incorporate both Medium Rectangle or Half Page and Leaderboard shapes as these placements are complimentary.
- You have the option of providing your own click tracker

DELIVERABLES

NAME	DIMENSIONS (W X H) PX	BASE FILE WEIGHT	RICH FILE WEIGHT	FILE FORMAT	NOTES
Leaderboard	728 X 90	40 KB	NA	GIF, JPG, PNG	Hosted by Fairfax
Medium Rectangle	300 X 250	40 KB	NA	GIF, JPG, PNG	Hosted by Fairfax
Half Page	300 X 600	40 KB	NA	GIF, JPG, PNG	Hosted by Fairfax

LEAD TIME

TIER 1

Custom executions, bespoke solutions and where advised: 10 days lead time or longer. Your Fairfax Account Manager will advise you about creative lead times at the time of signing your booking.

Revision: 6.86

Fairfax reserves the right to change the specifications without notice at any time!