



SMART INVESTOR IPAD APP

INTERSTITIAL ADVERTISING GUIDELINES AND TEMPLATES

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smartinvestor

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INTERSTITIAL ADVERTISING OVERVIEW

In this document

- Overview
- Common specifications
- Notes and recommendations
- Dimensions, File Sizes and Templates
- The Resources Library
- Predefined Functions
- Third party tracking
- Lead Time
- iPad Advertisement is currently available for *Smart Investor* app for ipad and *Smart Investor* app for ipad applications with iOS4+ Operating System installed.

The *Smart Investor* app for ipad accept creative built in HTML5 using CSS3 and JavaScript, which is delivered to the native WebView 'in-app' or 'mini' browser to render and display.

Please note that the HTML page - or the first of a series of HTML pages - must be named **index.html** in order to recognise and load the creative. This **index.html** file must be located in the root directory, where root is <your-creative-folder.zip>

There are 2 types of creative options available at present, both of which are implemented as full page interstitials. There are 4 standard types ([static](#), [multipage](#), [video](#) and [digital sushi train](#)) for which templates are available to download. Please note that all bookings concerning full page interstitial adverts must include at least one of the above listed ad types. Creative using alternative approaches or modifications of the provided templates are considered **custom creative**. Fairfax welcomes custom creative executions and emphasizes the importance of a collaborative approach to these projects. Please contact your account manager prior to commencing creative production

COMMON SPECIFICATIONS

The following specifications are applicable to all standard and custom ad creative produced for *Smart Investor* app for iPad applications.

- Files must run locally
- Every booking for full page interstitial placements must include at least one of the four standard creative.
- Each creative must be packaged into a single Zip file containing all assets (HTML, CSS, JS, images)
- Your creative is delivered to the app in this zipped package
Please note that the HTML page - or the first of a series of HTML pages, where applicable - must be named index.html for our application to recognize and load it. This index.html file must be located in the root of the directory, where root is <your-creative-folder.zip>
- Assets for both orientations are mandatory and orientation changes must be handled by CSS*
- Link operations should be handled by standard HTML (i.e. <a> tag)*
- The creative must be tested and run in the device's native browser before submission. It is recommended that you also test the creative in WebView, the OS provided in-app browser module, which is used to display your full-page advertising creative.
 - Remember that even if your advertisement works smoothly in the native browser on an iPad it may not when implemented within our app due to the amount of processing power available or some differences between the rendering engines of the native browser and WebView. *Smart Investor* has no control over these aspects as they are native to the Operating System.
 - Note, however that creative, which does not work in the native browser will not function within WebView either.
 - Please follow the instructions in each of the templates. Do not change any code that isn't indicated. Creative submitted with altered code base will be considered as custom execution. While *Smart Investor* encourages you to submit custom creative and will test and feed back on these, it is not liable to troubleshoot foreign code, other than providing debug information.
- Standard Tablet Close button must be included, using the following HTML snippet:

```
1  
2 <a class="closeBtn" href="button:close">Close</a>
```
- Creative must be optimised for both landscape and portrait orientations
- No flickering animations / strobing effects allowed.
- Daily creative file size limit is 1.2MB regardless of the number of executions in rotation

* Our findings show that WebView's JavaScript implementation in regards to Orientation handling is unreliable. Furthermore, JavaScript controlled link handling, e.g. `window.open()` or `location.href()` functions - to mention only some examples - interfere with native operations.

NB: Other, not-listed functionality may also cause operational errors which may only be feed back upon experience through the creative testing process.

PART 1 - INTERSTITIAL ADVERTISING

NOTES

- Consider typeface sizes for legibility
- Photo-realistic images should be in JPG format, which provides the best compression
- Using transparency can significantly increase the size of your image files, so you should avoid it as much as possible. If some of your images require transparency, you can use either GIF or PNG format. PNG images have higher quality, but are generally larger in size. If you need to use PNG images, you should use an image optimizing utility (e.g. PNGCrush) to compress them as much as possible
- You can use CSS tiled backgrounds and WebKit gradients to help reduce overall file size
- **Static back up must be supplied as early as possible**

DIMENSIONS AND SPECIFICATIONS

DIMENSIONS		FILE SIZE	TEMPLATE
Static Multipage Sushi Train Video Custom	Portrait 768 x 1004 px Landscape 1024 x 748px	1.2MB / day / client limit across all active executions NB: Video assets may be streamed and as a result only available while the app is connected to the internet. Please refer to the in-stream video ad deliverables for file format and further details.	static-tmpit-v1.07.zip multipage-tmpit-v1.07.zip carousel-tmpit-v1.07.zip video-tmpit-v1.07.zip Custom - Please contact your account manager as early as possible, ideally in concept stage.
3rd party tracking iframe	NA Not visible on page	100KB or less. Please remember that your tracking file weight and the number of HTTP connections it creates may impact your ad creative's performance. It is recommended that you use minified JavaScript files for live serving.	ffx-tablet-track-iframe-v1.07.zip

THE RESOURCES LIBRARY

Advertising creative for *Smart Investor* app for ipad has an extensive JavaScript library at disposal (see files listed below). This library is referenced from the creative package via a symbolic link [`../resources`]. You should utilise these resources wherever possible as these files are not counted in your total creative file size limit. You can create custom classes / objects (“plug-ins”) based upon these libraries. Make sure that you save these custom scripts as separate files and include them within your creative directory. Do not modify the original resource files!

Please refer to the [advertising resources folder](#).

The current version of our `resources` library is 5.3 which includes the following files (including their respective file hashes):

`../resources/javascript/jquery-1.4.4.min.js`
CRC32: a0826231
MD5: 73a9c334c5ca71d70d092b42064f6476
SHA-1: b75990598ee8d3895448ed9d08726af63109f842

`../resources/javascript/jquery-mobile.carousel.js`
CRC32: 99977903
MD5: bdf643cf5da51bdc07727f173702234b
SHA-1: 1baf8dd0a388f0b0b5aaadf2d6fb98f110e0ee

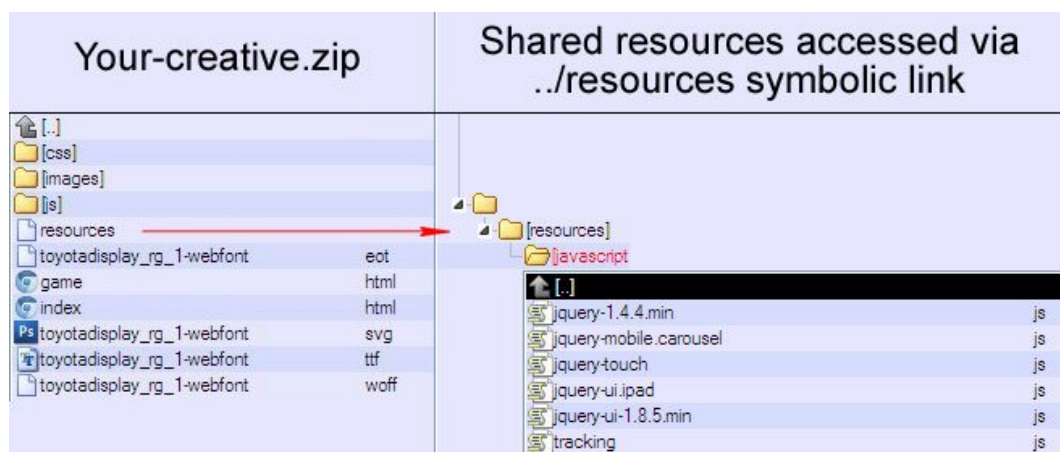
`../resources/javascript/jquery-touch.js`
CRC32: efb7ce7
MD5: d60e7a0bc427b79c81ef6202279830b4
SHA-1: 778a394076fadba1ab13e168fa5cd3578cc32157

`../resources/javascript/jquery-ui.ipad.js`
CRC32: f0ef54f0
MD5: 02d534025555333e05a7810e0854686f
SHA-1: 7c22bcd755e5c923db9c06780946ea260038f617

`../resources/javascript/jquery-ui-1.8.5.min.js`
CRC32: f78c791d
MD5: a0b1425df15845d8e49ab06e927f92da
SHA-1: 02d2e4a524b0da52c3cb236619ad065fec44d69a

`../resources/javascript/tracking.js`
CRC32: da0afcf9
MD5: 92e3cd062d62841662bb3d235ea96c60
SHA-1: 577eab8508f31f404c2b422108c0ae5d59399411

The following chart displays the directory structure of these resources and their location relative to your creative ZIP package.



PREDEFINED FUNCTIONS

Check connectivity status

All iPad creative must be designed to run locally, however, you may wish to add some extra features (e.g. video) that requires internet connectivity. You need to check connectivity status and present relevant content for both online and offline scenarios, using the following script:

```
1 function setConnectivityAvailable(connected) {  
2     if (connected) {  
3         // Content to be served with network connectivity present  
4     } else {  
5         // Alternative content to be served without network connectivity  
6     }  
7 }  
8
```

Close button

To leave an advertorial page, the default advert behaviour follows the general navigation of a horizontal swipe gesture however, advertising creative material must also include a close button in the top right corner of the advert. To do so, please use the following HTML snippet:

```
1 <a class="closeBtn" href="button:close">Close</a>  
2
```

HTML meta tags

The following HTML meta tags must be included in the <head> section of your creative:

```
1 <meta name="apple-mobile-web-app-capable" content="yes" />  
2 <meta name="viewport" content="initial-scale=1.0, user-scalable="no" />  
3
```

Download Resources Package here

<http://dev.tools.afr.com/adops/Ad-Specs/iPad/Resources/Resources.zip>

THIRD PARTY TRACKING BETA

Disclaimer

Smart Investor provides a gateway to enable your own ad tracking solutions within your full page interstitial adverts. Support for implementation of third party tracking must be sought from your vendor.

Discrepancies between ad tracking data collected by *Smart Investor* and third parties is inevitable at present due to different nature and technology it is collected through. To help us improve this technology, we appreciate if you share your collected data with us so that we can establish benchmarks and discrepancy levels. **However please note that deliverables will be established based on data collected by *Smart Investor*.** Please refer to point 6.3 of the *Smart Investor Advertising Terms*.

Overview

Smart Investor app for ipad is designed to work both on and offline to provide a seamless user experience, however this technology brings its own challenges regarding advert tracking capabilities.

To enable independent, third party tracking on our full page interstitial templates and custom full page interstitials via adservers and Google Analytics, *Smart Investor* provides an iframe solution, allowing advertisers to develop and maintain their own tracking mechanism.

Please note that 3rd party tracking requires internet connectivity. Interactions made during disconnected device status will be lost and will cause discrepancies between Fairfax recorded data (using native app measurement tools with offline capabilities) and third party recorded data. In-app measurement statistics show that disconnected device status accounts for less than 10% of all page views within *Smart Investor* app for ipad (Omniture: October 2011).

Vendors and Support

Initial tests have been carried out using Google Analytics and DoubleClick for Publishers (DFP) adserver, however you are welcome to implement your preferred vendor's tracking mechanism.

Template and implementation

All four (static, multipage, video and digital sushi train) standard full page interstitial templates (from version 1.07) include the option to connect 3rd party tracking iframes. It is the first element inside the ad creative HTML file's body. It's markup is

```
1
2 <iframe id="ifrA" src="http://example.com/yourtracking-iframe.html"
height="0" width="0" frameborder="0"></iframe>
```

You must leave all attributes of this iframe intact, but edit the source to point it to your server, where the iframe.html file is hosted. This iframe is styled via CSS packaged with the creative template to hide it from view.

A possible implementation and iframe file source is available for download: [ffx-tablet-track-iframe-v1.07.zip](#).

This `iframe.html` file uses HTML5 standard `postMessage` method to communicate events to the iframe. It is then the JavaScript included in this `iframe.html` file, that processes user interactions submitting tracking data to your or your vendor's servers.

For details, please see the HTML5 `postMessage` specifications.

THIRD PARTY TRACKING **BETA**

Tracked events

The following list includes the set of events available out-of-the-box when using the [ffx-tablet-track-iframe-v1.07.zip](#) template package. You may expand the list of trackable events within your creative. Please note however, that such changes will make your execution considered as custom creative.

Static

- ad impression
- orientation change

Multipage

- ad impression
- orientation change
- page turn (vertical scroll between pages)

Digital Sushi Train

- ad impression
- orientation change
- slide turn (swipes from slide X to slide Y etc)

Video

- ad impression
- orientation change

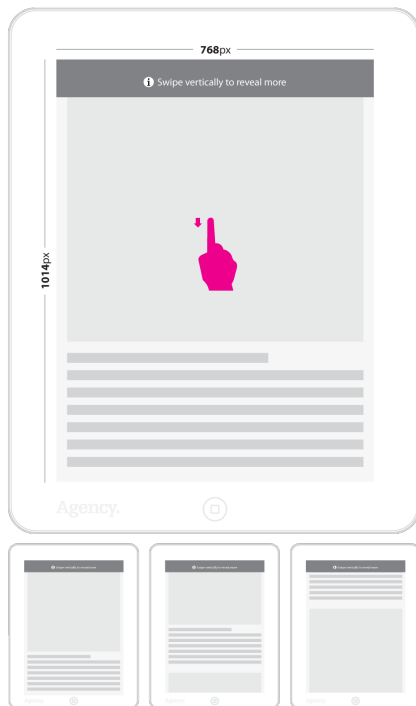
LEAD TIME

TIER 1

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

PART 2 - INTERSTITIAL ADVERTISING TEMPLATE

MULTIPAGE TEMPLATE



Taking advantage of the iPad's touch screen, the Multipage ad allows users to intuitively swipe vertically to reveal further screens and explore your brand in more detail. You may also have a 'call to action' on any of the screens.

Call to action

- Must point to an iPad friendly website (e.g. no Flash content)
- Max 52 character button copy
- Three hex colours (one for the background and two for the gradient)

Important

Please do not change any of the HTML within the template files supplied to you, rename your files as indicated within index.html file.

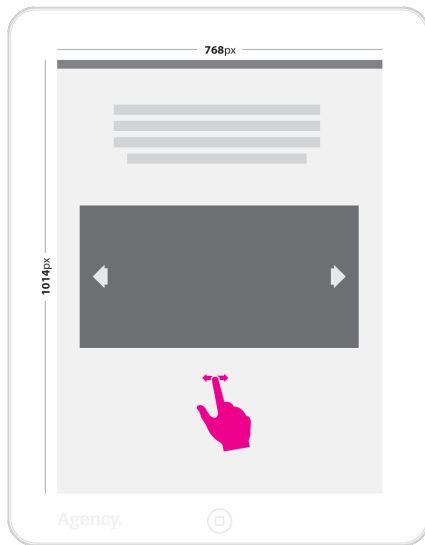
Download Multipage Resource here

<http://dev.tools.afr.com/adops/Ad-Specs/iPad/Resources/multipage-tmpl-v1.07.zip>

DIMENSIONS			FILE SIZE	FILE TYPE	TEMPLATE
Overall Dimensions	Portrait	768 x 1004 px	<ul style="list-style-type: none"> • 1.2MB / day / client limit across all active executions • 150KB maximum per screen • Maximum of 3 screens 	<ul style="list-style-type: none"> • PNG, JPG or GIF only • No animation • Please include a 'Swipe vertically' call to action to ensure discovery of content. 	Please refer to the resource folder
	Landscape	1024 x 748px			

PART 2 - INTERSTITIAL ADVERTISING TEMPLATE

DIGITAL SUSHI TRAIN TEMPLATE



iPad users are more likely to enjoy ads that are interactive. With that in mind we've built an iPad friendly Digital Sushi Train which is extremely popular on our websites. This allows you to showcase multiple product offers or features within a consistent branded page. The user simply swipes left and right to scroll through all of your offers.

Call to action

- Must point to an iPad friendly website (e.g. no Flash content)
- Max 52 character button copy
- Three hex colours (one for the background and two for the gradient)

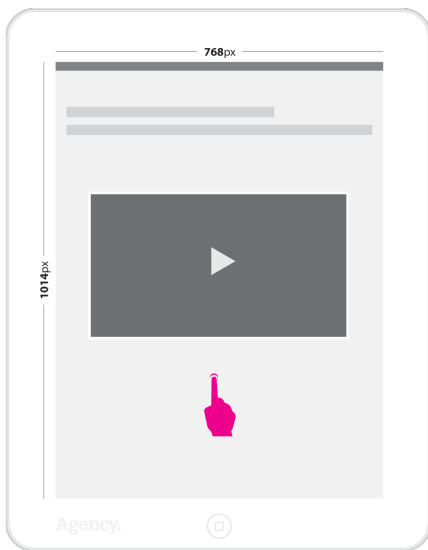
Download Digital Sushi Train Resource here

<http://dev.tools.afr.com/adops/Ad-Specs/iPad/Resources/carousel-tmplt-v1.07.zip>

DIMENSIONS		FILE SIZE	FILE TYPE	TEMPLATE
Overall Dimensions	Portrait	768 x 1004 px	<ul style="list-style-type: none"> • 1.2MB / day / client limit across all active executions • 150KB maximum per screen 	<ul style="list-style-type: none"> • PNG, JPG or GIF only • No animation • Please include a 'Swipe' call to action to ensure discovery of content.
	Landscape	1024 x 748px		
Sushi Train		600 X 300px	<ul style="list-style-type: none"> • 50kb • Maximum of ten units 	

PART 2 - INTERSTITIAL ADVERTISING TEMPLATE

VIDEO TEMPLATE



In a recent survey it was found that iPad users were more likely to look at ads if they had an interesting video*. Remember, the iPad natively allows the user to view the video to the full width of the device and zoom in to fill the screen.

Important

Video will be streamed rather than included as an asset with the ad.

Download Video Resource here

<http://dev.tools.afr.com/adops/Ad-Specs/iPad/Resources/video-tmpl-v1.07.zip>

* Nielsen – The Increasingly Connected Consumer: Connected Devices (Oct 2010)



DIMENSIONS			FILE SIZE	TEMPLATE
Overall Dimensions	Portrait	768 x 1004 px	<ul style="list-style-type: none"> 1.2MB / day / client limit across all active executions 150KB per page 	Please refer to resource folder
	Landscape	1024 x 748px		
	File Format	PNG, JPG or GIF only No animation		
Video	Aspect Ratio	16:9 aspect ratio 600px minimum width	<ul style="list-style-type: none"> 5MB / 30 second Video is streamed @ 300kbps on 3G connection and @ 1000kbps on WIFI connection. Video will be processed and streamed from the Fairfax VMS 	
	File Format	MPEG-4 video exported in H.264 codec		

CUSTOM PAGE TEMPLATE

Fairfax welcomes custom creative executions and emphasizes the importance of a collaborative approach to these projects.

Creative using alternative approaches or modifications of the provided templates are considered custom creative. While *Smart Investor* encourages you to submit custom creative and will test and feed back on these, it is not liable to troubleshoot foreign code, other than providing debug information.

Our templates are categorised as light or heavy. All of the standard ads can be customised as long as they fall within certain file size limits.

You must keep [within 1.2Mb](#) available per day for the total of [all](#) your ads.

- Static – light, 300Kb
- Video – light, 300Kb
- Multipage – heavy, 900Kb
- Digital Sushi Train – heavy, 800Kb

For instance, you can bypass the 3 screen limit for the Multipage ad unit as long as you keep within the 900Kb file size restriction (if you're intending to run a light 300Kb creative as well). Alternatively, you could also just supply one custom ad that keeps within the 1.2Mb overall file size limit.

Bear in mind that our offline tracking code is only designed to work with the templates that we've built – if you decide to customise a template it's highly likely that the tracking code may not function as intended.

We have used javascript libraries to create some of the functionality within the templates. These libraries can be referenced within your ads if you need certain functionality although the actual javascript is shared amongst all ads and therefore it cannot be changed. You can of course use your own javascript as long as the whole zipped file you supply is within the file size limits.

Please refer to Part 1 of this document for custom dimensions and specifications.

We encourage you to submit your custom creative as early as possible for testing.

LEAD TIME

TIER 1

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

Please contact your account manager as early as possible, ideally in concept stage