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## CREATIVE SUBMISSIONS


[creative@newsdigitalmedia.com.au](mailto:creative@newsdigitalmedia.com.au)

## ADVERTISING TERMS & CONDITIONS

<http://sops.news.com.au/terms>

## AD SUBMISSION GUIDELINES

Please note the following creative and campaign setup/turn-around times, commencing from receipt of all required, correct creative materials. Failure to provide creative within these SLAs may result in delays in campaign commencement.

| CREATIVE TYPE               | DESCRIPTION  | SETUP/TURN-AROUND TIME   | APPROVED 3RD PARTY AD-SERVING VENDORS   |
|-----------------------------|--|--|---|
| Standard creatives          | Site-served image/Flash, non-rich media 3 <sup>rd</sup> party redirects  | 2 full working days  |  |
| Complex creatives           | Large volumes (eight or more) of standard creatives, 3 <sup>rd</sup> party rich media expanding/polite redirects | 3 full working days  |   |
| Advanced creatives          | OTPs, in-stream video, all News Australia Rich Media, Solus emails   | 5 full working days  |   |
| Mobile and Tablet creatives | HTML5 ads for Mobile/Tablet App and M-Sites  | 7 full working days (templated ads)<br>10 full working days (custom) |   |
| Custom integration          | Advertorials, bespoke content integration, half-page minisites   | Available on application   |   |

## Cancellation Deadlines

Cancellation of any advertisement or campaign must be received in writing no later than 21 days prior to the commencement of a campaign in order to receive a 100% refund. Any cancellations made after this time will be subject to a minimum cancellation fee of 100% of the total cost of the entire campaign. Campaigns cancelled at the request of the Advertiser after the campaign has commenced or integrated production work has begun will not be entitled to a refund of any unused portion of the campaign.

## 3<sup>RD</sup> PARTY AD SERVING GUIDELINES & CREATIVE ACCEPTANCE POLICIES

- 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.
- Should you wish to utilise a vendor not listed here, please contact your Campaign Manager as early as possible to arrange testing/certification and provide detailed publisher trafficking instructions. Vendors who do not provide the ability for News Australia to track clicks through DFP will **not** be certified.
- News Australia 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. News Australia 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.
- News Australia reserves the right to remove any creative 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.
- The setting of 3rd or 4th party cookies on News Limited sites for re-targeting or any other user tracking purposes is not permitted without prior approval from News Australia. Creatives featuring unauthorised connections to external servers for the purposes of user tracking will be removed from rotation. Creatives can be returned to rotation once unauthorised connections have been removed.

## STANDARD DISPLAY ADS

**Standard display ads** refer to site-served Flash/GIF/JPG creatives and non-rich media 3rd party served creatives. For executions where larger file sizes are required, creatives must be served using a polite download method through an approved 3<sup>rd</sup> party rich media ad server.

| AD FORMAT               | DIMENSIONS | MAX FILE SIZE<br>Flash / Image | NOTES  |
|-------------------------|------------|--------------------------------|--|
| Leaderboard             | 728 x 90   | 40 kb                          | Required for all CPC/CPA performance campaigns   |
| Medium Rectangle        | 300 x 250  | 40 kb                          |  |
| Half Page               | 300 x 600  | 40 kb                          |  |
| Text Link               | --         | --                             | Character limits (incl. spaces & punctuation) Heading: 25, Body: 70 Required for all CPC performance campaigns, not required for CPA |
| Banner                  | 468 x 60   | 20 kb                          | Email display ad buy-outs only   |
| Double Column Block     | 650 x 220  | 40 kb                          | News.com.au & Masthead home pages  |
| Ticker                  | 650 x 40   | 30 kb                          | News.com.au, Carsguide, Moshtix & Masthead home pages  |
| Carsguide inline banner | 460 x 65   | 20 kb                          | Carsguide search listings only. Can be 3 <sup>rd</sup> party served.   |
| TrueLocal tile          | 138 x 100  | 15 kb                          | Image only, cannot be 3 <sup>rd</sup> party served   |
| Microbar                | 88 x 31    | 5 kb                           | Taste Recipe Collection sponsorships   |
| Tile                    | 300 x 50   | 40 kb                          | Community Sites  |

## SITE-SERVED CREATIVES: FLASH REQUIREMENTS

**Site Serving** or **Site Hosted** or **News Australia Ad Served** refers to creative assets used in Standard Display ads, hosted and served by News Australia on behalf of an advertiser who chooses not to utilise a 3<sup>rd</sup> party ad serving vendor.

**clickTag** is an industry-wide standard method to enable the measurement of user clicks on Flash rich media creatives. All Flash files submitted should be accompanied with a backup image of the same dimensions, along with a click-through URL.

News Australia accepts creative files published as **Flash version 10** or below using **Action Script 2** (AS3 is not accepted for site-served Flash creatives). The maximum allowable frame rate is **21 frames per second**, as higher frame rates have been shown to degrade browser performance due to excessive CPU usage. Creatives that require connections to multiple Flash files should be served through an approved 3rd party ad server.

Creatives 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>)

**Note:** The instructions below refer to site-served Flash creatives hosted by News Australia. For clickTag instructions relating to 3<sup>rd</sup> party served creatives, please refer to your ad serving vendor's support documentation.

Insert a transparent button onto the top-most layer of your Flash creative and assign the following as an *on release* action:

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

For creatives with multiple clickable areas and separate destination URLs, use separate instances of your transparent button with the naming convention of `clickTag1`, `clickTag2`, `clickTag3` up to a maximum of 10 instances. For further assistance with creating clickTag enabled creatives, please visit these sites:

<http://www.flashclicktag.com>

<http://creative-repository.appspot.com>

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

**Note:** Your Flash files may be returned for revision if your clickTag implementation is incorrect or incompatible with News Australia ad serving systems.

## RICH MEDIA: DEFINITIONS AND GUIDELINES

### 3<sup>RD</sup> PARTY SERVED vs. NEWS AUSTRALIA RICH MEDIA

- **News Australia Rich Media** creatives are built by the News Australia Ad Operations team using assets supplied by clients. Unless otherwise specified, individual components cannot be 3<sup>rd</sup> party served, however click and impression tracking is available in almost all instances.
- **3<sup>rd</sup> Party Served Rich Media** refers to creatives using polite download methods to serve larger than standard file sizes to deliver enhanced executions using expanding panels or video assets. An approved 3<sup>rd</sup> party rich media vendor must be used and all technical support questions should be directed to your vendor. All design and creative preparation is the responsibility of the client/agency.

### CLOSE BUTTON

- Minimum dimensions: 70 x 30 pixels and include the text '**Close [X]**'
- Must be present on all OTP and Expanding creatives, clearly defined and designed to contrast from the creative background
- For OTP creatives, must be present for the entire duration of the execution
- Positioning: top right hand corner of the expanding panel or OTP creative

### EXPANDING GUIDELINES

- Roll-over initiation: expanding panel must contract immediately when user navigates off the creative or when '**Close [X]**' button is clicked
- Click initiation: expanding panel can remain open until '**Close [X]**' button is clicked
- To avoid issues with navigation menus, please ensure the **z-index** value in your creative template is less than **1000** and **wmode** is set to **transparent**.

### AUDIO & VIDEO INITIATION

- Automatic play of audio on creative or page load is not permitted. In-Stream video pre-roll ads are excepted.
- Required audio/video controls: Play, Pause, Mute/Unmute, Volume Slider
- In-page & Expanding ads: video can start playing automatically with audio muted, for video assets up to 2mb
- Push down ads: video in expanding panel must not automatically play, to avoid impacting page download progress
- Larger assets beyond 2mb must not be pre-loaded, until click initiated by user

### 3<sup>RD</sup> PARTY RICH MEDIA: IN-PAGE & EXPANDING ADS

All expanding and in-page/polite rich media ads must be served through a News Australia approved 3<sup>rd</sup> party rich media vendor. Please see **Rich Media: Definitions & Guidelines** section for Close button, Expanding, Audio & Video requirements.

| AD FORMAT  | IN-PAGE DIMENSIONS   | EXPANDED DIMENSIONS  | EXPANDING DIRECTION | DEFAULT FLASH / IMAGE | EXPANDED PANEL / RICH FLASH | VIDEO OR ADDITIONAL ASSETS   |
|--|----------------------|----------------------|---------------------|-----------------------|-----------------------------|--|
| Leaderboard  | 728 x 90             | 728 x 250            | Down                | 40 kb                 | 100 kb                      | 2 mb<br>(larger assets must not be pre-loaded and must be click-initiated) |
| Medium Rectangle   | 300 x 250            | 600 x 350            | Left & Down         | 40 kb                 |                             |  |
| Half Page  | 300 x 600            | 600 x 600            | Left                | 40 kb                 |                             |  |
| Ticker   | 650 x 40             | 650 x 250            | Down                | 40 kb                 |                             |  |
| Video Spot Expander<br><small>*Must run with roadblock</small> | 420 x 420<br>(Video) | 980 x 550<br>(Video) | Centred on page     | 40 kb                 |                             |  |
| Infinity Ad  | 300 x 250            | 300 x 2880           | Down                | 40 kb                 |                             |  |

## 3<sup>RD</sup> PARTY RICH MEDIA: OVER THE PAGE (OTP) ADS

OTPs must be served through a News Australia approved 3<sup>rd</sup> party rich media vendor and be frequency capped at 1 impression per user over the duration of the campaign. 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 3<sup>rd</sup> party served reminder creative. Frequency capping and correct positioning of your OTP is the responsibility of the media agency and your 3<sup>rd</sup> party rich media vendor unless a publisher interface for these settings is provided.

| AD FORMAT     | DIMENSIONS | MAX. FILE SIZE | MAX. DURATION | LAUNCH AD | POSITIONING                                   |
|---------------|------------|----------------|---------------|-----------|---|
| Standard OTP  | 500 x 500  | 100 kb         | 7 seconds     | 300 x 250 | 50% of browser height<br>50% of browser width |
| Full Page OTP | 1000 x 750 | 100 kb         | 10 seconds    | 300 x 250 | Underneath the site navigation bar            |
| Chameleon OTP | 1000 x 750 | 100 kb         | 7 seconds     | 300 x 250 | Underneath the site navigation bar            |
| Glider OTP    | 500 x 500  | 100 kb         | 7 seconds     | 300 x 250 | Underneath the site navigation bar            |

### ADDITIONAL GUIDELINES

- A clearly visible 'Close' button (min. dimensions 70 x 30, with the word '**Close**' and 'x' symbol, of a contrasting colour to the OTP background) must be present on the top right hand corner of the creative for the entire duration of the OTP.
- Sound must be initiated by user click and feature a mute/unmute button.
- 'Floating' reminder ads are not supported, due to issues with positioning on centred content areas. Please ensure that your OTP resolves to an In-Page launch ad or alternatively supply separate redirect tags for the OTP and launch ad.
- Standard OTP and Full Page OTP - 100% transparent executions are not permitted; OTP must feature at least 20% opacity. Creative executions must not mimic News Australia page content or use identical fonts or layout.
- Chameleon OTP – Full page OTP with screen-grab mock content, tiling off into advertiser feature. Advertiser can be creative with how screen-grab content is animated (peel off, tiling, flipping etc).
- Glider OTP – OTP pre expanded panel on 1<sup>st</sup> impression. Click to expand interactive microsite across the screen and around the page content. All executions must use the following PSD template: [http://sops.news.com.au/adspecs/templates/Glider\\_Template.zip](http://sops.news.com.au/adspecs/templates/Glider_Template.zip)
- Glider OTP approved and recommended 3<sup>rd</sup> Party ad-serving vendor: Mediamind



**3<sup>RD</sup> PARTY RICH MEDIA: CASCADE**

The Cascade ad unit must be served through a News Australia approved 3<sup>rd</sup> party rich media vendor and must run with accompanying standard roadblock.

| AD COMPONENT                | DIMENSIONS | MAX. FILE SIZE | NOTES   |
|-----------------------------|------------|----------------|---|
| First Panel                 | 1000 x 230 | 100 kb         | <ul style="list-style-type: none"> <li>First panel auto loads onto page and should push page content down.</li> <li>First panel auto load capped at 10 impressions per user, per day.</li> </ul>  |
| Second Panel                | 1000 x 230 | n/a            | <ul style="list-style-type: none"> <li>Second panel is loaded onto the page by user initiation on First panel.</li> <li>Second panel should expand over the page content and should not push the page down.</li> <li>Close button needs to be present on the First panel.</li> <li>First and Second panels should now total 1000 x 460.</li> </ul>        |
| Final Panel                 | 1000 x 230 | n/a            | <ul style="list-style-type: none"> <li>Final panel is loaded onto the page by user initiation on Second panel.</li> <li>Final panel should expand over the page content and should not push down page down.</li> <li>Close button needs to be present on the First panel.</li> <li>First, Second and Final panels should now total 1000 x 690.</li> </ul> |
| Leave behind & Backup Image | 1000 x 40  | 40 kb          | <ul style="list-style-type: none"> <li>Leave behind will be shown after frequency cap has been reached.</li> <li>Click to expand again to "First panel"</li> <li>Backup image will load if user does not have Flash Player installed.</li> <li>GIF and JPEG only.</li> </ul>  |

**ADDITIONAL GUIDELINES**

- A clearly visible 'Close' button (min. dimensions 70 x 30, with the word '**Close**' and '**x**' symbol, of a contrasting colour to the background) must be present on the top right hand corner of the creative for the entire duration of the Cascade.
- If streaming video is present in First panel, asset must be no larger than 2mb with audio being user initiated.

## 3<sup>RD</sup> PARTY RICH MEDIA: IAB RISING STARS SIDEKICK, PORTRAIT, CRAWLER & FILMSTRIP

Sidekick, Portrait, Crawler and Filmstrip ad units must be served through a News Australia approved 3<sup>rd</sup> party rich media vendor and must run with accompanying standard roadblock.

| AD FORMAT | DIMENSIONS  | MAX. FILE SIZE | NOTES  |
|-----------|---|----------------|--|
| Sidekick  | Side Panel: 150 x 750<br>Interactive Flash Panel: 1000 x 750<br>Launches from 300 x 250 ad unit | 100 kb         | <ul style="list-style-type: none"> <li>Side panel positioned on the right-hand side of the page</li> <li>Click to expand interactive panel</li> <li>Page content pushes aside to reveal interactive flash panel.</li> <li>Can contain video gallery, gaming, interactive feature etc</li> <li>Must contain close button</li> </ul> |
| Portrait  | 300 x 1050  | 100 kb         | <ul style="list-style-type: none"> <li>Run only on homepages</li> <li>Live from 9am – 5pm on day of campaign</li> <li>Roadblock leave behind outside of those hours</li> <li>Large palette for video, galleries, storyboard etc.</li> </ul>  |
| Crawler   | Expanded: 1000 x 200<br>Collapsed: 1000 x 50  | 100 kb         | <ul style="list-style-type: none"> <li>Loads expanded Crawler on first impression (capped at 1)</li> <li>Crawler sits above the fold</li> <li>Collapsed Crawler loads on subsequent impressions (click to re-expand)</li> <li>Collapsed Crawler can be closed for remainder of day by user by clicking “Close”</li> </ul>          |
| Filmstrip | 300x600   | 100 kb         | <ul style="list-style-type: none"> <li>Maximum 5 SWF panels. Please refer to 3<sup>rd</sup> party vendor ad specs</li> </ul>   |

### ADDITIONAL GUIDELINES

- Sidekick & Crawler - A clearly visible ‘Close’ button (min. dimensions 70 x 30, with the word ‘Close’ and ‘x’ symbol, of a contrasting colour to the interactive panel background) must be present on the top right hand corner of the expanded creative.
- Maximum 2mb video can be streamed into interactive panel.
- Approved and Recommended 3<sup>rd</sup> Party ad-serving vendors are DoubleClick and Mediamind

### 3<sup>RD</sup> PARTY RICH MEDIA: Video Wallpaper

The template is available through **MediaMind**, and requires two core elements – a MREC and a Video Background.

| AD COMPONENT     | DIMENSIONS  | MAX. FILE SIZE  | NOTES   |
|------------------|-------------|---|---|
| Video Background | 1900 x 1200 | Image 200 kb<br>Rich Flash 100 kb<br>Video 2mb<br>Extended Video 10mb | <ul style="list-style-type: none"> <li>Video to be in MPG, AVI or MOV format</li> <li>16 : 9 aspect ratio</li> <li>Side panels of the Video Background will not be clickable during video play. All panels will be clickable once video play has completed</li> </ul> |
| Medium Rectangle | 300 x 250   | SWF/JPG/GIF<br>40 kb<br><br>Rich Flash 100 kb                         | <ul style="list-style-type: none"> <li>n/a</li> </ul>   |
| Leaderboard      | 728 x 90    | SWF/JPG/GIF<br>40 kb<br><br>Rich Flash 100 kb                         | <ul style="list-style-type: none"> <li>Required for all sites</li> </ul>  |
| Backup Wallpaper | 1900 x 1200 | JPG/GIF<br>100 kb   | <ul style="list-style-type: none"> <li>Backup wallpaper will be shown if Flash Player plug-in is not installed.</li> </ul>  |

## NEWS AUSTRALIA RICH MEDIA: RMX, GALLERY PRE-ROLL &amp; VIDEO LIGHTBOX

Individual components cannot be 3<sup>rd</sup> party served. 3<sup>rd</sup> party click and impression tracking is supported.

| AD COMPONENT                           | HEADER  | VIDEO PLAYER   | CREATIVE SPOTS<br>(choice of two options)   | BACKUP IMAGE  |
|--|---|--|---|---|
| 300 x 600<br>RMX                       | 300 x 85<br>Max file size: 10kb<br>GIF/JPG/PNG accepted | 300 x 225 frame size<br>4 : 3 aspect ratio<br>Max duration: 90 seconds<br>Max source video file size: 20mb<br>MPEG/AVI/MOV accepted  | 300 x 84 (x3)<br>Max file size 10kb each<br><br>GIF/JPG/PNG<br>accepted<br><br>300 x 250<br>Max file size 40kb<br><br>GIF/JPG/PNG/SWF accepted<br>SWF must be supplied in Flash<br>version 8. | 300 x 600<br>Max file size 40kb<br><br>GIF/JPG/PNG accepted |
| 300 x 250<br>RMX / Gallery<br>Pre-Roll | --  | 300 x 225 frame size<br>4 : 3 aspect ratio<br>Max duration: 90 seconds<br>Max source video file size: 20mb<br>MPEG/AVI/MOV accepted  | --  | 300 x 250<br>Max file size 40kb<br>GIF/JPG/PNG accepted     |
| 300 x 250<br>Video Lightbox            | --  | 640 x 360 frame size<br>16 : 9 aspect ratio<br>Max duration: 90 seconds<br>Max source video file size: 20mb<br>MPEG/AVI/MOV accepted | ---   | 300 x 250<br>Max file size 40kb<br>GIF/JPG/PNG accepted     |

## ADDITIONAL GUIDELINES

- No action script required in SWF creatives
- FLA and other source files (eg: fonts) must be supplied if SWF creatives are submitted
- Source video will be re-encoded by News Australia. Video assets larger than 2mb should be submitted through FTP or alternate file delivery method
- 300x250 Video Lightbox: Click to Expand call to action handled by News Australia Rich Media

## NEWS AUSTRALIA RICH MEDIA: WALLPAPER, SIDE SKINS, WELCOME MAT & PAGE WRAP

Individual components cannot be 3<sup>rd</sup> party served (Welcome Mat & Page Wrap excepted). 3<sup>rd</sup> party click and impression tracking is supported.

| AD FORMAT    | DIMENSIONS                                     | MAX. FILE SIZE / FORMATS ACCEPTED                      | NOTES   |
|--------------|--|--|---|
| Wallpaper    | 1500 x 1050                                    | 200 kb<br>GIF/JPG/PNG                                  | <ul style="list-style-type: none"> <li>Non-clickable, not animated, Flash not accepted</li> <li>Must be used in conjunction with other high impact units. Cannot be bought separately.</li> <li>Available on News.com.au and Masthead sites</li> </ul>  |
| Side Skins   | 115 x 1050 (x2)                                | 40 kb (each image)<br>SWF/GIF/JPG/PNG                  | <ul style="list-style-type: none"> <li><b>Side skins can be 3rd party served. Please refer to vendor's ad specs when 3rd party serving this ad unit.</b></li> <li>SWF files must be published in <b>Flash 9</b> using <b>Action Script 3</b>.</li> <li>Left and right creative must be clearly defined in filenames</li> <li><b>No action script</b> to be embedded in Flash files</li> </ul> |
| Interstitial | 750 x 750                                      | 50 kb<br>SWF/GIF/JPG/PNG                               | <ul style="list-style-type: none"> <li>Served on the user's first visit to the site (excluding homepages) in a 24 hour period and frequency capped at 1 (one)</li> <li>Closes automatically after 7 seconds</li> <li>No leave behind</li> </ul>   |
| Page Wrap    | Top Strap: 1000 x 40<br>Wallpaper: 1500 x 1050 | Top Strap: 40 kb<br>GIF/JPG/SWF<br>Wallpaper: as above | <ul style="list-style-type: none"> <li>Top Strap appears above the site header and does not expand</li> <li>Wallpaper: as above</li> </ul>  |

## NEWS AUSTRALIA RICH MEDIA: TRAILER ROYALE/TEASER

Individual components cannot be 3<sup>rd</sup> party served (Leaderboard excepted). 3<sup>rd</sup> party click and impression tracking is supported.

| COMPONENT          | DIMENSIONS  | MAX. FILE SIZE / FORMATS ACCEPTED | NOTES  |
|--------------------|---|-----------------------------------|--|
| Wallpaper          | 1500 x 1050   | 200 kb<br>GIF/JPG/PNG             | <ul style="list-style-type: none"> <li>Non-clickable, not animated (static), not flash</li> </ul>  |
| OTP Panel (Teaser) | 1000 x 465  | 100 kb<br>SWF/GIF/JPG             | <ul style="list-style-type: none"> <li>Standard "Close" button will be added in (by News Australia Operations) in the top right-hand corner of panel.</li> <li>SWF files must be published in Flash 8 using Action Script 2.</li> </ul>              |
| Expanded Panel     | 1000 x 465  | 100 kb<br>GIF/JPG                 | <ul style="list-style-type: none"> <li>Standard "Close" button will be added in (by News Australia Operations) in the top right-hand corner of panel.</li> <li>Optional Facebook, Twitter, and YouTube click through URLs can be supplied</li> </ul> |
| Video              | 16 : 9 aspect ratio<br>(Output video in Expanded Panel will be 640 x 360) | 20 mb<br>MPEG/AVI/MOV             | <ul style="list-style-type: none"> <li>High quality digital formats only</li> <li>Submit assets larger than 2mb through FTP or alternate file delivery method</li> <li>Source video will be re-encoded by News Australia</li> </ul>                  |
| Medium Rectangle   | 300 x 250   | 40 kb<br>GIF/JPG/SWF              | <ul style="list-style-type: none"> <li>User initiated expansion with Roll over 3-2-1 Countdown</li> <li>SWF files must be published in Flash 8 using Action Script 2.</li> <li>Cannot be 3<sup>rd</sup> party served</li> </ul>                      |
| Leaderboard        | 728 x 90  | 40 kb<br>GIF/JPG/SWF              | <ul style="list-style-type: none"> <li>Creative can be 3rd party served</li> </ul>   |

### ADDITIONAL GUIDELINES

- All executions must use the following PSD template: [http://sops.news.com.au/adspecs/templates/trailer\\_royale\\_template.zip](http://sops.news.com.au/adspecs/templates/trailer_royale_template.zip)
- All creative elements (with the exception of the Leaderboard) cannot be 3rd party ad-served. Creatives can be impression and/or click tracked.
- Creative design should be optimised for a 1280 x 1024 screen resolution – avoid placing integral branding or call-to-action elements outside this area. Please consider placing any branding/call-to-action above the fold as the Trailer Royale only opens on user-initiation through the medium rectangle.
- Teaser contains a 1000 x 465 OTP panel which displays on first impression and stays open for 10 seconds.

## NEWS AUSTRALIA RICH MEDIA: BILLBOARD

Individual components cannot be 3<sup>rd</sup> party served. 3<sup>rd</sup> party click and impression tracking is supported. Billboard must run with roadblock.

| COMPONENT        | DIMENSIONS  | MAX. FILE SIZE / FORMATS ACCEPTED | NOTES  |
|------------------|---|-----------------------------------|--|
| Expanded Panel   | 970x250   | 100 kb<br>SWF/GIF/JPG             | <ul style="list-style-type: none"> <li>SWF files must be published in Flash 8 using Action Script 2.</li> <li>SWF assets should not contain any DoubleClick components.</li> <li>Do not add in Collapse/Expand buttons into creative design.</li> </ul>  |
| Collapsed Panel  | 970x50  | 100 kb<br>SWF/GIF/JPG             | <ul style="list-style-type: none"> <li>SWF files must be published in Flash 8 using Action Script 2.</li> <li>SWF assets should not contain any DoubleClick components.</li> <li>Do not add in Collapse/Expand buttons into creative design.</li> </ul>  |
| Backup Image     | 970x50  | 40 kb<br>GIF/JPG                  | --   |
| Video (Optional) | 16 : 9 aspect ratio<br>(Output video in Expanded Panel will be 341 x 191) | 20 mb<br>MPEG/AVI/MOV             | <ul style="list-style-type: none"> <li>High quality digital formats only</li> <li>Submit assets larger than 2mb through FTP or alternate file delivery method</li> <li>Source video will be re-encoded by News Australia</li> <li>Video control buttons will be added in by News Australia and should not be included in the expanded panel design.</li> </ul> |

### ADDITIONAL GUIDELINES

- All executions must use the following PSD template: ([http://sops.news.com.au/adspecs/templates/Billboard\\_Template.zip](http://sops.news.com.au/adspecs/templates/Billboard_Template.zip))
- If supplying SWF assets, insert a transparent button onto the top-most layer of your flash creative and assign the following as an *on release* action::

```
Enabler.exit("Background Clickthrough (C)",exit_url);
```

- Billboard loads expanded on the first impression. On subsequent impressions the Billboard will load collapsed and can be expanded by clicking on the expand button.
- All creative elements (with the exception of the Leaderboard) cannot be 3rd party ad-served. Creatives can be impression and/or click tracked.

## NEWS AUSTRALIA RICH MEDIA: DUO

3<sup>rd</sup> party click and impression tracking is supported. RSS component will display article description and image. Each article can link through to a separate landing page.

| COMPONENT    | DIMENSIONS              | MAX. FILE SIZE / FORMATS ACCEPTED | NOTES   |
|--------------|-------------------------|-----------------------------------|---|
| Top Panel    | 300x250                 | 100 kb<br>SWF/JPG                 | <ul style="list-style-type: none"> <li>SWF files must be built to MediaMind spec using Action Script 3 (see AS3 Polite Banner Spec: <a href="http://demo.mediamind.com/australia/adspecs/">http://demo.mediamind.com/australia/adspecs/</a>)</li> <li>24 frames per second</li> </ul> |
|              |                         | 20 mb<br>MPEG/AVI/MOV             | <ul style="list-style-type: none"> <li>Video max duration: 90 seconds</li> </ul>  |
| 300x60 Panel | 300x60                  | 20 kb<br>JPG/GIF                  | --  |
| RSS Feed     | 300x255<br>display area | XML                               | <ul style="list-style-type: none"> <li>XML file must be supplied in the following structure:</li> </ul> <pre>&lt;item&gt; &lt;title&gt; &lt;link&gt; &lt;guid&gt; &lt;description&gt; &lt;pubDate&gt; &lt;source&gt; &lt;enclosure url="imageURL.jpg"&gt; &lt;/item&gt;</pre>         |
| BTYB Panel   | 300x35                  | 20 kb<br>JPG/GIF                  | --  |
| Backup Image | 300x600                 | 40 kb<br>GIF/JPG/PNG              | --  |



## NEWS AUSTRALIA RICH MEDIA: CATALOGUE

Individual components cannot be 3<sup>rd</sup> party served (Leaderboard excepted). 3<sup>rd</sup> party click and impression tracking is supported.

| COMPONENT                                     | DIMENSIONS | MAX. FILE SIZE / FORMATS ACCEPTED | NOTES   |
|---|------------|-----------------------------------|---|
| Source PDF<br>(required)                      | ---        | 5 mb<br>PDF only                  | <ul style="list-style-type: none"> <li>Portrait orientation pages only</li> <li>Landscape pages will be resized onto a 820x1160 white background</li> <li>Maximum of 20 pages</li> </ul>        |
| Medium Rectangle<br>(required)                | 300 x 250  | 40 kb<br>GIF/JPG/SWF              | <ul style="list-style-type: none"> <li>Cannot be 3<sup>rd</sup> party served</li> <li>SWF files must be published in Flash 9 using Action Script 2 and a maximum of 24 frames/second</li> </ul> |
| Leaderboard                                   | 728 x 90   | 40 kb<br>GIF/JPG/SWF              | <ul style="list-style-type: none"> <li>Can be 3<sup>rd</sup> party served</li> <li>Required for Roadblock or Buyout placements</li> </ul>   |
| Client logo<br>(required)                     | 180 x 75   | 15 kb<br>PNG only                 | ---   |
| Background image<br>(optional)                | 998 x 750  | 40 kb<br>PNG only                 | <ul style="list-style-type: none"> <li>Default opaque black background will be used if not supplied</li> </ul>  |
| QR code image<br>(optional)                   | 248 x 248  | 20 kb<br>PNG only                 | ---   |
| Social Integration<br>& Sharing<br>(optional) | ---        | Text/Click-thru URL               | <ul style="list-style-type: none"> <li>Facebook: URL to online or client-hosted catalogue for download</li> <li>Twitter: Message copy and URL (max. 140 characters in total)</li> </ul>         |
| Store Finder<br>(optional)                    | ---        | Click-thru URL                    | <ul style="list-style-type: none"> <li>URL to client-hosted store locator page</li> </ul>   |

## IN-STREAM VIDEO ADS

Video players on News Australia sites are **VAST 2.0** compliant for pre-roll ads only. **VPAID** is not currently supported but will be implemented in the near future.

| COMPONENT                               | DIMENSIONS   | MAX. FILE SIZE / FORMATS ACCEPTED   | NOTES   |
|---|--|-------------------------------------|---|
| Pre Roll<br>(non-VAST)                  | 16 : 9 aspect ratio<br>Max duration: 15 seconds<br>Min frame size: 640 x 360 | 20 mb<br>MPEG/AVI/MOV               | <ul style="list-style-type: none"> <li>High quality digital formats only</li> <li>Submit assets larger than 2mb through FTP or alternate file delivery method</li> <li>Source video will be re-encoded by News Australia</li> </ul>                               |
| Pre Roll<br>(VAST redirect)             | 16 : 9 aspect ratio<br>Max duration: 15 seconds<br>Min frame size: 640 x 360 | 2 mb streaming<br>MP4 (h.264 codec) | <ul style="list-style-type: none"> <li>VAST redirects supported for pre roll ads and companion ads</li> <li>Please ensure that <b>all</b> companion ads are included within your VAST redirect tag</li> </ul>   |
| Mobile Pre Roll<br>(VAST redirect only) | 16 : 9 aspect ratio<br>Max duration: 15 seconds<br>Max frame size: 480 x 270 | 1 mb streaming<br>MP4 (h.264 codec) | <ul style="list-style-type: none"> <li>VAST redirects supported for pre roll ads <b>only</b></li> <li>Companion ads not present for mobile Pre Roll placements</li> </ul>   |
| Medium Rectangle<br>(Companion ad)      | 300 x 250  | 40 kb<br>GIF/JPG/SWF                | <ul style="list-style-type: none"> <li>Companion ads not present for article page or mobile placements</li> <li>Expanding ads are not permitted</li> <li>For VAST Pre Roll ads, please ensure your companion is included within your VAST redirect tag</li> </ul> |
| Overlay<br>(Non-linear ad)              | 450 x 50   | 20 kb<br>GIF/JPG/SWF                | <ul style="list-style-type: none"> <li>Overlay ads serve in content of greater than 30 seconds only</li> <li>For VAST Pre Roll ads, please ensure your overlay is included within your VAST redirect tag</li> <li>Creative can be 3rd party served</li> </ul>     |

## EMAIL NEWSLETTERS: DISPLAY ADS

**Note:** For animated GIF newsletter creatives please ensure your call-to-action is on the first frame of the creative, as most desktop email software clients do not support animated images. For this reason we recommend using JPGs or static GIFs.

| NEWSLETTER  | DIMENSIONS            | MAX. FILE SIZE | FORMATS ACCEPTED   |
|---|-----------------------|----------------|--|
| The Australian Capital Circle<br>The Australian Business Briefing<br>The Australian IT Ping<br>PerthNow Business<br>The Mercury<br>Carsguide<br>News.com.au Travel<br>SA Business Journal<br>AskMen | 300 x 250             | 40 kb          | Site-served GIF/JPG<br>Cannot be 3rd party ad-served, click tracking permitted |
| AdelaideNow<br>Courier Mail<br>Daily Telegraph<br>Herald Sun<br>News.com.au Newspulse<br>PerthNow   | 300 x 250 (x2)        | 40 kb each     |  |
| Weekly Times  | 300 x 250<br>468 x 60 | 40 kb<br>20 kb |  |

## EMAIL NEWSLETTERS: DISPLAY ADS (continued)

| NEWSLETTER                              | DIMENSIONS                           | MAX. FILE SIZE | FORMATS ACCEPTED   |
|---|--------------------------------------|----------------|--|
| Vogue, Taste, Body & Soul, GQ, Homelife | 300 x 250                            | 40 kb each     | Static GIF/JPG/PNG images only.<br>Cannot be 3rd party ad-served, click tracking permitted |
| Moshtix – Moshguide (standard)          | 300 x 250 (x2)                       | 40 kb each     | Site-served GIF/JPG<br>Cannot be 3rd party ad-served, click tracking permitted             |
| Moshtix – Moshguide (custom)            | 300 x 250 (x2)                       | 40 kb each     | Site-served GIF/JPG<br>Cannot be 3rd party ad-served, click tracking permitted             |
|   | 600 x 35<br>(Introduction strip)     | 25 kb          | Static GIF/JPG/PNG images only.<br>Cannot be 3rd party ad-served, click tracking permitted |
|   | 140 x 540<br>(Custom content region) | 30 kb          |  |

## EMAIL NEWSLETTERS: SOLUS EMAILS

### GENERAL GUIDELINES

- Creative must be submitted as finished HTML. PSDs or PDFs will not be accepted.
- Maximum width: 550 pixels, maximum height: 1000 pixels
- Finished HTML File should not be more than 100kb in size and must be supplied in a ZIP archive file, along with all images referenced in the HTML inside a separate folder. Images are not permitted to be hosted on servers external to News Australia's email platform.
- All required click-through tracking must be embedded prior to creative submission
- All HTML code should be run through the W3C Validator prior to creative submission - <http://validator.w3.org/>
- Incorrectly submitted creative will be returned for revision
- Subject line character length: 50 characters (incl. spaces and punctuation)

### ADDITIONAL GUIDELINES: HTML

**Important note:** HTML email documents have a tendency to render with slight inconsistency among a variety of email clients. The information presented in this document is essential in ensuring a quality, consistent outcome across the most common email platforms. *Please note that failure to adhere to these recommendations, PARTICULARLY HTML CODE, may impact campaign effectiveness, delivery scheduling / timelines and end-user experience.*

- Do not use <div> tags in email production as the box model is not supported by a majority of e-mail clients; instead use Tables for e-mail layout.
- Do not use CSS classes as they are not supported across all email clients and will cause inconsistent rendering.
- Do not use use rowspan as it won't render consistently.
- Set cellpadding and cellspacing to 0 on the table elements.
- Use line-breaks (<br />) instead of paragraphs (<p>) to ensure a more consistent rendering.
- Do not use CSS definitions in the head of the e-mail, use in-line CSS <TD> instead as this will ensure the highest specificity and correct rendering.
- Do not use using decimal values for font size in the creative (use 15px instead of 15.5px).

## EMAIL NEWSLETTERS: SOLUS EMAILS (continued)

- Do not use padding or margin attributes as some email clients, such as Outlook 2007 do not support them. Use blank <td> tags with spacer images, or use alignment techniques with nested tables where necessary.
- 1px by 1px transparent GIFs may be stretched in order to define custom spacing within table cells. It is also advisable to define width (or height) for <td> cells as well since some email clients render default spacing for tables differently.
- Do not use empty lines of code and spaces in between an <img> tag and </td> tag. Some browsers may read this as an actual space in overall layout and this can lead to misaligned graphics.
- More email clients are blocking images by default. To combat this trend, include compelling alt tags to grab the user's interest and encourage them to click, "display images".
- Do not use negative tracking in the copy as this is not supported by email clients and will produce rendering inconsistencies during the production.
- File size considerations - To reduce the likelihood of being caught in spam filter, the total email weight must be a maximum of **100 kb**.
- Do not use HTML anchor targets

## ADDITIONAL GUIDELINES: DESIGN CONSIDERATIONS

- Images should not make up more than 50% of the email. Do not use Background images.
- Do not use vertically aligned content regions where height is determined by text, since some email clients, such as Outlook 2007, display blocks of text with slightly different leading and kerning.
- Do not use Forms within email.
- You must explicitly define colour values in order to override defaults. Example, URLs and email addresses (even when not hyperlinked) will appear as links in Gmail.
- All image tags should include width and height attributes.
- Do not use Flash or animated GIFs as they are not supported across all email environments.
- Include at least one non-graphical call to action above the fold.

## TABLET DEVICE APPS: APPLE IPAD

### GENERAL GUIDELINES (ALL TABLET DEVICE CREATIVES)

- Creative guidelines are consistent across iPad platforms to ensure maximum compatibility and to reduce design overheads for advertisers. Flash-based creatives are not accepted.
- As all creatives are designed to display correctly when the user is offline, impression tracking/reporting is not supported. 3<sup>rd</sup> party ad-serving of any creative element is not supported, however 3<sup>rd</sup> party click tracking is permitted.
- 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.
- Creative will be served in a 4:3 aspect ratio inside the UIWebView container of the app and scaled down where required for smaller resolution devices.
- Please ensure your destination or landing page will be viewable to mobile device users eg. Avoid using Flash navigation elements.
- News Australia 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.
- **Note:** due to limitations with the apps, click-through URLs cannot link directly to the iTunes store. Please provide an alternative landing page (mobile optimised site preferred).

### FULL PAGE AD: STATIC IMAGES

A **Static Image Full Page Ad** is a simple execution which switches between two images as the user changes the orientation of their device. Each image can have a different click through URL if required which will be activated when the user taps the creative. At least one pair of portrait and landscape images must be supplied, which News Australia will use to build the finished creative.

| DEVICE | APP NAME   | PORTRAIT DIMENSIONS | LANDSCAPE DIMENSIONS | MAX. FILE SIZE   | FORMATS ACCEPTED   |
|--------|--|---------------------|----------------------|------------------|--|
| iPad   | The Australian, Telegraph, Herald Sun, AdelaideNow, PerthNow, Courier Mail | 738 x 986           | 970 x 700            | 256 kb per image | PNG (for vector/line graphics)<br>JPG (for photo/complex graphics) |

## TABLET DEVICE APPS: APPLE IPAD (continued)

### FULL PAGE AD: CUSTOM HTML5

**Custom HTML5 Full Page Ads** provide advertisers with the flexibility and freedom to design their own execution using HTML5, CSS and JavaScript, within some basic guidelines to ensure a consistent user experience.

- The authoring of all HTML, JavaScript or CSS code is the sole responsibility of the creative agency and must comply with HTML5 and W3C standards. Please ensure your code is run through a W3C HTML validation script before submission.
- 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. Please use **CSS3 Media Queries** to perform the orientation change and avoid using JavaScript.
- Total size of a Full Page creative including inline images, HTML, CSS and JavaScript etc. must not exceed **512 kb**.
- All external resources (CSS, JavaScript, fonts and images etc.) must be inline within the HTML using **base64 encoding**. *This is essential for ads to display correctly when the user is offline.*
- In the event of creative development/submission delays, we strongly recommend that all HTML creatives are accompanied by an alternative **Full Page Static Image** creative (please see above) which can be served initially 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.
- 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.

### ADDITIONAL GUIDELINES: VIDEO IN FULL PAGE ADS

- Large video files should be submitted via FTP or alternative file delivery service
- Video files may be hosted and re-encoded by News Australia 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 News Australia or not served by an external streaming server.
- Larger videos must be hosted at a client-provided streaming server and delivered to the creative 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.



## TABLET DEVICE APPS: APPLE IPAD (continued)

### CUSTOM HTML5 TESTING APP

A testing app is available for download online and should be used to test Full Page Custom HTML5 creative before submission. Whilst News has tried to replicate a live tablet app environment, it is to be used as a guide only for testing most common functions and codes across iOS 5 versions. Testing should occur across both iOS 5 and iOS 6 versions; however News is still performing tests on the Test App across iOS 6 for any anomalies.

Please note that even if the ad works in the iPad's native browser, it may not work within our apps due to some differences between the native browser and the embedded browser. These inconsistencies are native to the Operating System and cannot be controlled by News Limited.

To download the app, follow the steps below:

- Open the Safari browser on the iPad
- Go to <http://newstech-dogfood.appspot.com> and tap on the link to download the app to your device
- Once installed, tap on the icon to open the app
- Enter in the URL of the hosted HTML5 ad
- Select the ad type and view the ad. Depending on where the ad will be running, the creative may need to be tested on both The Australian and Metro Masthead ad types
- Check that the creative displays in the correct dimensions and alignment in both portrait and landscape orientations. Also, test all interactions and video activations are working before submitting creative.

### INLINE ADS: STATIC IMAGES

| APP NAME  | AD FORMAT             | DIMENSIONS | MAX. FILE SIZE | FORMATS ACCEPTED   |
|---|-----------------------|------------|----------------|--|
| The Australian, Telegraph, AdelaideNow, PerthNow, CourierMail | Inline Article Banner | 200 x 400  | 40 kb          | <ul style="list-style-type: none"> <li>▪ PNG, JPG only (Video, JavaScript, Flash or HTML is not permitted)</li> <li>▪ Static images only</li> <li>▪ Cannot be 3<sup>rd</sup> party ad-served, click tracking only permitted</li> </ul> |

## REFERENCES: HTML5 FULL PAGE CREATIVES

### 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>

### Online base64 encoder/decoders

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

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

## SMARTPHONE DEVICE APPS – APPLE IPHONE &amp; ANDROID

| APP NAME     | AD FORMAT                | DIMENSIONS | MAX. FILE SIZE | FORMATS ACCEPTED   |
|--------------|--------------------------|------------|----------------|--|
| Taste.com.au | Banner                   | 320 x 50   | 15 kb          | <ul style="list-style-type: none"> <li>▪ PNG, JPG only</li> <li>▪ Animated images not accepted</li> <li>▪ Cannot be 3<sup>rd</sup> party ad-served, click tracking only permitted</li> </ul>           |
|              | Brought to you by        | 135 x 30   | 7 kb           |  |
| mX           | Medium Rectangle         | 600 x 500  | 50 kb          | <ul style="list-style-type: none"> <li>▪ Static PNG and JPG only</li> <li>▪ Animated images not accepted</li> <li>▪ Cannot be 3<sup>rd</sup> party ad-served, click tracking only permitted</li> </ul> |
|              | Full Page Interstitial   | 720 x 1280 | 100 kb         |  |
|              | Top Sponsorship Block    | 640 x 480  | 50kb           | <ul style="list-style-type: none"> <li>▪ PNG, JPG only</li> <li>▪ Animated images not accepted</li> <li>▪ Cannot be 3<sup>rd</sup> party ad-served, click tracking only permitted</li> </ul>           |
|              | Bottom Sponsorship Block | 640 x 360  | 50kb           |  |
|              | Section Sponsorship Logo | 640 x 80   | 10kb           |  |
|              | Hot Offers Image         | 650 x 366  | 50kb           |  |
|              | Hot Offers Copy          | n/a        | n/a            |  |
|              |                          |            |                | <b>NB: Please refer to your Account Manager</b>  |

## MOBILE DISPLAY ADS

### Mobile Banner and Mobile Medium Rectangle

|   | Mobile Banner             | Mobile Medium Rectangle   |
|---|---------------------------|---------------------------|
| <b>Dimensions</b>                                     | 300x50                    | 300x250                   |
| <b>File Size</b>                                      | 30kb                      | 50kb                      |
| <b>3<sup>rd</sup> Party Click/Impression Tracking</b> | Accepted                  | Accepted                  |
| <b>Accepted 3<sup>rd</sup> Party Vendors</b>          | MediaMind, InMobi and DFA | MediaMind, InMobi and DFA |

#### Deliverables

- Creative should be provided as GIF/JPEG/PNG images and PSD assets, or as a 3rd party redirect tag
- 3<sup>rd</sup> party impression and click tracking tags are also accepted

#### Important Information

- The Mobile Banner and Medium Rectangle can either be aderved by News Corp Australia or can be 3<sup>rd</sup> party served through one of our certified Third Party Vendors (noted above)
- Mobile Banners and Medium Rectangles featuring rich animation or advanced actions/functionality will need to be third party served or built by News Corp Australia's Creative Production Team\*

#### Tap Through

Apart from your standard tap through the following actions can be activated after tapping on the banner

- Tap to Call
- Tap to Tweet
- Tap to Facebook Share
- Tap to Email
- Tap to SMS
- Tap to Add to Calendar

### Functionality

We allow for advanced interactive functions including

- Store/Dealer Locator
- Swipe Away for more
- Spin
- Shake

### Creative Production

All creative executions built by News Corp Australia's Creative Production Team will need an additional line item on the IO and will require a Kick Off call to discuss the creative client's creative requirements. Please speak to your Account Manager for further information.

## Expanding Mobile Banner

|   | Mobile Banner             | Expanded Panel |
|---|---------------------------|----------------|
| <b>Dimensions</b>                                     | 300x50                    | 300x250        |
| <b>Total Asset Size</b>                               | 75kb                      |                |
| <b>3<sup>rd</sup> Party Click/Impression Tracking</b> | Accepted                  |                |
| <b>Accepted 3<sup>rd</sup> Party Vendors</b>          | MediaMind, InMobi and DFA |                |

### Deliverables

- Creative should be provided as GIF/JPEG/PNG images and PSD assets, or as a 3rd party redirect tag
- 3<sup>rd</sup> party impression and click tracking tags are also accepted

### Important Information

- This ad unit must be third party served or built by News Corp Australia's Creative Production Team
- Expanding Banners must expand on user initiation via Tap and cannot auto expand
- Must contain a Close Button on the top right hand side of the Expanded Panel and must be designed to stand out from the creative

### Tap Through

Apart from your standard tap through the following actions can be activated after tapping on the banner

- Tap to Call
- Tap to Tweet
- Tap to Facebook Share
- Tap to Email
- Tap to SMS
- Tap to Add to Calendar

### Functionality

We allow for additional advanced interactive functions for the Expanded Panel including

- Store/Dealer Locator
- Swipe Away for more
- Spin
- Shake

### Creative Production

All creative executions built by News Corp Australia's Creative Production Team will need an additional line item on the IO and will require a Kick Off call to discuss the creative client's creative requirements. Please speak to your Account Manager for further information.

## Mobile OTP and Leave Behind

|   | Mobile OTP                | Leave Behind |
|---|---------------------------|--------------|
| Dimensions                                      | 300x400                   | 300x50       |
| Total Asset Size                                | 75kb                      |              |
| Duration  | 7 seconds                 | n/a          |
| 3 <sup>rd</sup> Party Click/Impression Tracking | Accepted                  |              |
| Accepted 3 <sup>rd</sup> Party Vendors          | MediaMind, InMobi and DFA |              |

### Deliverables

- Creative should be provided as GIF/JPEG/PNG images and PSD assets, or as a 3rd party redirect tag
- 3<sup>rd</sup> party impression and click tracking tags are also accepted

### Important Information

- This ad unit must be third party served or built by News Corp Australia's Creative Production Team
- The OTP is Frequency Capped at **1 per user per day** and has a duration of **7 seconds** before auto closing
- Must contain a Close Button on the top right hand side of the OTP and must be designed to stand out from the creative

### Tap Through

Apart from your standard tap through the following actions can be activated after tapping on the banner

- Tap to Call
- Tap to Tweet
- Tap to Facebook Share
- Tap to Email
- Tap to SMS
- Tap to Add to Calendar



### Functionality

We allow for additional advanced interactive functions within the OTP including

- Store/Dealer Locator
- Swipe Away for more
- Spin
- Shake

### Creative Production

All creative executions built by News Corp Australia's Creative Production Team will need an additional line item on the IO and will require a Kick Off call to discuss the creative client's creative requirements. Please speak to your Account Manager for further information.

## Mobile Carousel

|   | Carousel Tiles            | Brand Header/BTYB Logo |
|---|---------------------------|------------------------|
| <b>Dimensions</b>                                     | 150x60 (Up to 6 Images)   | 300x30                 |
| <b>Total Asset Size</b>                               | 75kb                      |                        |
| <b>3<sup>rd</sup> Party Click/Impression Tracking</b> | Accepted                  |                        |
| <b>Accepted 3<sup>rd</sup> Party Vendors</b>          | MediaMind, InMobi and DFA |                        |

### Deliverables

- Creative should be provided as GIF/JPEG/PNG images and PSD assets, or as a 3rd party redirect tag
- 3<sup>rd</sup> party impression and click tracking tags are also accepted

### Important Information

- This ad unit must be third party served or built by News Corp Australia's Creative Production Team
- The Carousel will auto scroll and can contain up to 6 tiles

### Tap Through

Apart from your standard tap through the following actions can be activated after tapping on the banner

- Tap to Call
- Tap to Tweet
- Tap to Facebook Share
- Tap to Email
- Tap to SMS
- Tap to Add to Calendar

### Creative Production

All creative executions built by News Corp Australia's Creative Production Team will need an additional line item on the IO and will require a Kick Off call to discuss the creative client's creative requirements. Please speak to your Account Manager for further information.

## Mobile Slider

|   | Slider Tiles              |
|---|---------------------------|
| Dimensions                                      | 300x250 (Up to 4 Images)  |
| Total Asset Size                                | 75kb                      |
| 3 <sup>rd</sup> Party Click/Impression Tracking | Accepted                  |
| Accepted 3 <sup>rd</sup> Party Vendors          | MediaMind, InMobi and DFA |

### Deliverables

- Creative should be provided as GIF/JPEG/PNG images and PSD assets, or as a 3rd party redirect tag
- 3<sup>rd</sup> party impression and click tracking tags are also accepted

### Important Information

- This ad unit must be third party served or built by News Corp Australia's Creative Production Team
- The Slider ad unit can contain up to 4 tiles

### Tap Through

Apart from your standard tap through the following actions can be activated after tapping on the banner

- Tap to Call
- Tap to Tweet
- Tap to Facebook Share
- Tap to Email
- Tap to SMS
- Tap to Add to Calendar

### Creative Production

All creative executions built by News Corp Australia's Creative Production Team will need an additional line item on the IO and will require a Kick Off call to discuss the creative client's creative requirements. Please speak to your Account Manager for further information.

## Mobile Pulldown

|   | Mobile Pull Down          |
|---|---------------------------|
| <b>Dimensions</b>                                     | 300x250 (Up to 2 Images)  |
| <b>Total Asset Size</b>                               | 75kb                      |
| <b>3<sup>rd</sup> Party Click/Impression Tracking</b> | Accepted                  |
| <b>Accepted 3<sup>rd</sup> Party Vendors</b>          | MediaMind, InMobi and DFA |

### Deliverables

- Creative should be provided as GIF/JPEG/PNG images and PSD assets, or as a 3rd party redirect tag
- 3<sup>rd</sup> party impression and click tracking tags are also accepted

### Important Information

- This ad unit must be third party served or built by News Corp Australia's Creative Production Team

### Tap Through

Apart from your standard tap through the following actions can be activated after tapping on the banner

- Tap to Call/SMS
- Tap to Tweet/ Facebook Share
- Tap to Email
- Tap to Add to Calendar

### Functionality

We allow for additional advanced interactive functions within the OTP including

- Store/Dealer Locator
- Swipe/ Spin/Shake

### Creative Production

All creative executions built by News Corp Australia's Creative Production Team will need an additional line item on the IO and will require a Kick Off call to discuss the creative client's creative requirements. Please speak to your Account Manager for further information.

## Mobile Video Banner

|   | Video Banner              | Video Asset       |
|---|---------------------------|-------------------|
| <b>Dimensions</b>                                     | 300x250                   | 16:9 Aspect Ratio |
| <b>Total Asset Size</b>                               | 75kb                      | 1mb               |
| <b>3<sup>rd</sup> Party Click/Impression Tracking</b> | Accepted                  |                   |
| <b>Accepted 3<sup>rd</sup> Party Vendors</b>          | MediaMind, InMobi and DFA |                   |

### Deliverables

- Creative should be provided as GIF/JPEG/PNG image assets and PSD assets with a mp4 video or as a 3<sup>rd</sup> party redirect tag
- 3<sup>rd</sup> party impression and click tracking tags are also accepted

### Important Information

- This ad unit must be third party served or built by News Corp Australia's Creative Production Team
- Video must be user initiated on tap and should be no longer than 15 seconds
- Will appear fullscreen in iOS devices and in-page in Android

### Tap Through

Apart from your standard tap through the following actions can be activated after tapping on the banner

- Tap to Call
- Tap to Tweet
- Tap to Facebook Share
- Tap to Email
- Tap to SMS
- Tap to Add to Calendar

### Creative Production

All creative executions built by News Corp Australia's Creative Production Team will need an additional line item on the IO and will require a Kick Off call to discuss the creative client's creative requirements. Please speak to your Account Manager for further information.

## Mobile Video Pre Rolls

|   | Video Pre Roll    |
|---|-------------------|
| Aspect Ratio                                    | 16:9              |
| Total Asset Size                                | 1mb               |
| File Type                                       | MP4               |
| 3 <sup>rd</sup> Party Click/Impression Tracking | Accepted          |
| Accepted 3 <sup>rd</sup> Party Vendors          | MediaMind and DFA |
| Codec   | h.264             |

### Deliverables

- Creative may be provided as a raw mp4 video asset or as a 3<sup>rd</sup> party VAST 2.0 tag
- 3<sup>rd</sup> party impression and click tracking tags are accepted

### Important Information

- The Pre Roll must not be longer than 15 seconds
- The Pre Roll will appear in page in Android Devices and will appear Fullscreen on iOS