

TABLE OF CONTENTS

2.	Ad Submission, Cancellation, 3rd Party Ad Serving & Creative Acceptance Guidelines
4.	Standard Display Ads
5.	Site-served Creatives: Flash Requirements
6.	Rich Media: Definitions & Guidelines
7.	3 rd Party Rich Media: In-Page & Expanding Ads
8.	3 rd Party Rich Media: Over The Page Ads
9.	3 rd Party Rich Media: Cascade
10.	3 rd Party Rich Media: Sidekick, Portrait, Crawler & Filmstrip
11.	3 rd Party Rich Media: Video Wallpaper
12.	News Australia Rich Media: RMX, Gallery Pre-roll & Video Lightbox
13.	News Australia Rich Media: Side Skins & Page Wrap
14.	News Australia Rich Media: Trailer Royale/Teaser
15.	News Australia Rich Media: Billboard
16.	News Australia Rich Media: Catalogue
17.	In-Stream Video Ads
18.	Email Newsletters: Display Ads
20.	Email Newsletters: Solus Emails
22.	Tablet/Mobile Device Apps – iOS/Android
27.	Mobile Display Ads

CREATIVE SUBMISSIONS


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 rd party redirects	2 full working days	
Complex creatives	Large volumes (eight or more) of standard creatives, 3 rd 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) 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.

3RD 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 3rd party rich media ad server.

AD FORMAT	DIMENSIONS	MAX FILE SIZE 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 rd party served.
TrueLocal tile	138 x 100	15 kb	Image only, cannot be 3 rd 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 3rd 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 3rd 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/

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

3RD 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 3rd party served, however click and impression tracking is available in almost all instances.
- **3rd 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 3rd 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

3RD PARTY RICH MEDIA: IN-PAGE & EXPANDING ADS

All expanding and in-page/polite rich media ads must be served through a News Australia approved 3rd 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 (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 <small>*Must run with roadblock</small>	420 x 420 (Video)	980 x 550 (Video)	Centred on page	40 kb		
Infinity Ad	300 x 250	300 x 2880	Down	40 kb		

3RD PARTY RICH MEDIA: OVER THE PAGE (OTP) ADS

OTPs must be served through a News Australia approved 3rd 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 3rd party served reminder creative. Frequency capping and correct positioning of your OTP is the responsibility of the media agency and your 3rd 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 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 1st 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
- Glider OTP approved and recommended 3rd Party ad-serving vendor: Mediamind

3RD PARTY RICH MEDIA: CASCADE

The Cascade ad unit must be served through a News Australia approved 3rd 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"> First panel auto loads onto page and should push page content down. First panel auto load capped at 10 impressions per user, per day.
Second Panel	1000 x 230	n/a	<ul style="list-style-type: none"> Second panel is loaded onto the page by user initiation on First panel. Second panel should expand over the page content and should not push the page down. Close button needs to be present on the First panel. First and Second panels should now total 1000 x 460.
Final Panel	1000 x 230	n/a	<ul style="list-style-type: none"> Final panel is loaded onto the page by user initiation on Second panel. Final panel should expand over the page content and should not push down page down. Close button needs to be present on the First panel. First, Second and Final panels should now total 1000 x 690.
Leave behind & Backup Image	1000 x 40	40 kb	<ul style="list-style-type: none"> Leave behind will be shown after frequency cap has been reached. Click to expand again to "First panel" Backup image will load if user does not have Flash Player installed. GIF and JPEG only.

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.

3RD 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 3rd party rich media vendor and must run with accompanying standard roadblock.

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

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 3rd Party ad-serving vendors are DoubleClick and Mediamind

3RD 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 Rich Flash 100 kb Video 2mb Extended Video 10mb	<ul style="list-style-type: none"> Video to be in MPG, AVI or MOV format 16 : 9 aspect ratio Side panels of the Video Background will not be clickable during video play. All panels will be clickable once video play has completed
Medium Rectangle	300 x 250	SWF/JPG/GIF 40 kb Rich Flash 100 kb	<ul style="list-style-type: none"> n/a
Leaderboard	728 x 90	SWF/JPG/GIF 40 kb Rich Flash 100 kb	<ul style="list-style-type: none"> Required for all sites
Backup Wallpaper	1900 x 1200	JPG/GIF 100 kb	<ul style="list-style-type: none"> Backup wallpaper will be shown if Flash Player plug-in is not installed.

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

Individual components cannot be 3rd party served. 3rd party click and impression tracking is supported.

AD COMPONENT	HEADER	VIDEO PLAYER	CREATIVE SPOTS (choice of two options)	BACKUP IMAGE
300 x 600 RMX	300 x 85 Max file size: 10kb GIF/JPG/PNG accepted	300 x 225 frame size 4 : 3 aspect ratio Max duration: 90 seconds Max source video file size: 20mb MPEG/AVI/MOV accepted	300 x 84 (x3) Max file size 10kb each GIF/JPG/PNG accepted 300 x 250 Max file size 40kb GIF/JPG/PNG/SWF accepted SWF must be supplied in Flash version 8.	300 x 600 Max file size 40kb GIF/JPG/PNG accepted
300 x 250 RMX / Gallery Pre-Roll	--	300 x 225 frame size 4 : 3 aspect ratio Max duration: 90 seconds Max source video file size: 20mb MPEG/AVI/MOV accepted	--	300 x 250 Max file size 40kb GIF/JPG/PNG accepted
300 x 250 Video Lightbox	--	640 x 360 frame size 16 : 9 aspect ratio Max duration: 90 seconds Max source video file size: 20mb MPEG/AVI/MOV accepted	---	300 x 250 Max file size 40kb 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 3rd party served (Welcome Mat & Page Wrap excepted). 3rd party click and impression tracking is supported.

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

NEWS AUSTRALIA RICH MEDIA: TRAILER ROYALE/TEASER

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

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

ADDITIONAL GUIDELINES

- All executions must use the following PSD template: 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 3rd party served. 3rd 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 SWF/GIF/JPG	<ul style="list-style-type: none"> SWF files must be published in Flash 8 using Action Script 2. SWF assets should not contain any DoubleClick components. Do not add in Collapse/Expand buttons into creative design.
Collapsed Panel	970x50	100 kb SWF/GIF/JPG	<ul style="list-style-type: none"> SWF files must be published in Flash 8 using Action Script 2. SWF assets should not contain any DoubleClick components. Do not add in Collapse/Expand buttons into creative design.
Backup Image	970x50	40 kb GIF/JPG	--
Video (Optional)	16 : 9 aspect ratio (Output video in Expanded Panel will be 341 x 191)	20 mb MPEG/AVI/MOV	<ul style="list-style-type: none"> High quality digital formats only Submit assets larger than 2mb through FTP or alternate file delivery method Source video will be re-encoded by News Australia Video control buttons will be added in by News Australia and should not be included in the expanded panel design.

ADDITIONAL GUIDELINES

- All executions must use the following PSD template: (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: CATALOGUE

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

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

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

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 The Australian Business Briefing The Australian IT Ping PerthNow Business The Mercury Carsguide News.com.au Travel SA Business Journal AskMen	300 x 250	40 kb	Site-served GIF/JPG Cannot be 3rd party ad-served, click tracking permitted
AdelaideNow Courier Mail Daily Telegraph Herald Sun News.com.au Newspulse PerthNow	300 x 250 (x2)	40 kb each	
Weekly Times	300 x 250 468 x 60	40 kb 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. Cannot be 3rd party ad-served, click tracking permitted
Moshtix – Moshguide (standard)	300 x 250 (x2)	40 kb each	Site-served GIF/JPG Cannot be 3rd party ad-served, click tracking permitted
Moshtix – Moshguide (custom)	300 x 250 (x2)	40 kb each	Site-served GIF/JPG Cannot be 3rd party ad-served, click tracking permitted
	600 x 35 (Introduction strip)	25 kb	Static GIF/JPG/PNG images only. Cannot be 3rd party ad-served, click tracking permitted
	140 x 540 (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 (
) 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 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. 3rd party ad-serving of any creative element is not supported, however 3rd 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) 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"> ▪ PNG, JPG only (Video, JavaScript, Flash or HTML is not permitted) ▪ Static images only ▪ Cannot be 3rd party ad-served, click tracking only permitted

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 & 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"> ▪ PNG, JPG only ▪ Animated images not accepted ▪ Cannot be 3rd party ad-served, click tracking only permitted
	Brought to you by	135 x 30	7 kb	
mX	Medium Rectangle	600 x 500	50 kb	<ul style="list-style-type: none"> ▪ Static PNG and JPG only ▪ Animated images not accepted ▪ Cannot be 3rd party ad-served, click tracking only permitted
	Full Page Interstitial	720 x 1280	100 kb	
	Top Sponsorship Block	640 x 480	50kb	<ul style="list-style-type: none"> ▪ PNG, JPG only ▪ Animated images not accepted ▪ Cannot be 3rd party ad-served, click tracking only permitted
	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	
				NB: Please refer to your Account Manager

MOBILE DISPLAY ADS

Mobile Banner and Mobile Medium Rectangle

	Mobile Banner	Mobile Medium Rectangle
Dimensions	300x50	300x250
File Size	30kb	50kb
3rd Party Click/Impression Tracking	Accepted	Accepted
Accepted 3rd Party Vendors	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
- 3rd 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 3rd 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
Dimensions	300x50	300x250
Total Asset Size	75kb	
3rd Party Click/Impression Tracking	Accepted	
Accepted 3rd 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
- 3rd 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 rd Party Click/Impression Tracking	Accepted	
Accepted 3 rd 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
- 3rd 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
Dimensions	150x60 (Up to 6 Images)	300x30
Total Asset Size	75kb	
3rd Party Click/Impression Tracking	Accepted	
Accepted 3rd 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
- 3rd 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 rd Party Click/Impression Tracking	Accepted
Accepted 3 rd 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
- 3rd 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
Dimensions	300x250 (Up to 2 Images)
Total Asset Size	75kb
3 rd Party Click/Impression Tracking	Accepted
Accepted 3 rd 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
- 3rd 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
Dimensions	300x250	16:9 Aspect Ratio
Total Asset Size	75kb	1mb
3rd Party Click/Impression Tracking	Accepted	
Accepted 3rd Party Vendors	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 3rd party redirect tag
- 3rd 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 rd Party Click/Impression Tracking	Accepted
Accepted 3 rd Party Vendors	MediaMind and DFA
Codec	h.264

Deliverables

- Creative may be provided as a raw mp4 video asset or as a 3rd party VAST 2.0 tag
- 3rd 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