



Address: AdJug Ltd. Variety Club House, 93 Bayham Street,  
London, NW1 0AG  
Phone: +44 (0)845 251 2233  
Fax: +44 (0)20 7428 4421

## Creative Requirement Specification

### Creative Guidelines For Working With AdJug

To enable maximum publisher exposure please ensure creative looping is static after 30 seconds.

#### 1. Accepted file sizes:

Placement	Dimensions	File Size	
		GIF, JPG, BMP, SWF	
Button	120x60	30KB	100K Max
Half Banner	234x60	30KB	100K Max
Banner	468x60	30KB	100K Max
Leaderboard	728x90	30KB	100K Max
Skyscraper	120x600	30KB	100K Max
Wide Skyscraper	160x600	30KB	100K Max
MPU	300x250	30KB	100K Max

#### 2. Accepted file Types:

Placement	Available Targeting	Frequency Cap	File Formats Accepted
Button	ROS, Geo	Yes	GIF/JPG/Animated GIF/FLASH
Half Banner	ROS, Geo	Yes	GIF/JPG/Animated GIF/FLASH
Banner	ROS, Geo	Yes	GIF/JPG/Animated GIF/FLASH
Leaderboard	ROS, Geo	Yes	GIF/JPG/Animated GIF/FLASH
Skyscraper	ROS, Geo	Yes	GIF/JPG/Animated GIF/FLASH
Wide Skyscraper	ROS, Geo	Yes	GIF/JPG/Animated GIF/FLASH
MPU	ROS, Geo	Yes	GIF/JPG/Animated GIF/FLASH

#### 3. Other Requirements:

Placement	Image 3 <sup>rd</sup> Party Served?	Flashing/Looping	Flash Click Type
Button	Yes	15 second animation with a 3x Loop	clickTAG
Half Banner	Yes	16 second animation with a 3x Loop	clickTAG
Banner	Yes	17 second animation with a 3x Loop	clickTAG
Leaderboard	Yes	18 second animation with a 3x Loop	clickTAG

Skyscraper	Yes	15 second animation with a 3x Loop	clickTAG
Wide Skyscraper	Yes	15 second animation with a 3x Loop	clickTAG
MPU	Yes	15 second animation with a 3x Loop	clickTAG

### 3rd Party Redirects

- I. Adjug accepts most forms of 3<sup>rd</sup> party redirects and we will look into include our custom cache busting variable.
- II. Scripts are accepted in the form of Iframe & JavaScript and must be able to pass the implementation of our click redirection. Please supply click tracking amendment documentation with your tags.
- III. Script length should not be more than 2000 characters and the CLICK THROUGH must always open in a new window.

### Flash creatives

I. For AdJug to count clicks we require the following click action variable to be added to the SWF file. AdJug only accepts clickTAG as `clickTAG`(case sensitive).

```
on (release) {
    getURL (clickTAG, target="_blank");
}
```

This can also be written in the following format

```
on (press) {
    getURL(_root.clickTAG, target="_blank");
}
```

II. This clickTAG parameter should be added to an instance of a button, not a movie clip or a symbol.

III. For more information about clickTAG please visit the link below

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

IV. Please ensure you include the `target=_blank` command, so that when clicked, destination URL opens in the new window.

V. Please supply the SWF file only, FLA files are not sufficient due to the wide variety of fonts available and therefore required when publishing.

VI. Sniffer code (HTML code which calls the SWF file) is not required.

## Business Rules/Notes:

- I. All creative must spawn a new window upon click.
- II. All creatives should have a 1x1 pixel border
- III. Creatives cannot launch their own sub units or pop units.
- IV. Creative switch outs once per week max.
- V. If 3rd party served, multiple creative's are allowed. Max ten per advertiser per creative size.
- VI. If 3<sup>rd</sup> party served, client must submit a list of advertisers in the tag for approval.
- VII. User initiated audio only on the creatives.

For further queries you can email us on [traffic@adjug.com](mailto:traffic@adjug.com).