

DIGITAL AD SPECIFICATIONS

AUSTRALIAN
REGIONAL
MEDIA  APN

OCTOBER 2015

Contents

Creative Specifications 3

DESKTOP

Leaderboard	8
MREC	9
Expandable MREC	10
Half Page	11
Expandable Half Page	12
Roadblock	13
Local Partners Carousel	14
Newsletter Banner	15
Ticker	16
3D Cube - New	17
Clickable Skins	18
Floor Ad	19
Over the Page (OTP) - Standard	20
Over the Page (OTP) - Full Page	21
Billboard	22
Pushdown	23
Takeover	24 - 25
Interactive Takeover - New	26

MOBILE

Mobile Banner	28
Mobile Expandable Banner	29
Mobile MREC	30
Mobile Video Rec	31
Mobile OTP	32
Mobile Adhesion - New	33

VIDEO PRODUCT

Video MREC	35
RMX	36
Video Pre-Roll	37
Mobile Pre-Roll	38
VideoWall - New	39

Creative Specifications

For all advertising across the ARM Network, please refer to the detailed creative specifications located below. If you have any questions relating to the creative specifications, please contact your account manager.

Creative

- All creative material must be supplied with a valid click-through URL; valid click-through URLs include websites, ARM regional listing and social media pages
- For clickTag instructions relating to third-party served creatives, please refer to your adserving vendors documentation
- When supplying a SWF file APN ARM requires a backup image file (JPG, GIF or PNG) to cater for devices that do not support flash
- All click-through URLs must open in a new browser window or tab
- ARM reserves the right to reject any insertion, graphic, text description or URL
- Advertisements may not employ rapid or “strobing” animation of any graphics, copy or background elements
- Advertisements should not have messaging designed to mislead consumers into visiting a site that is unrelated to the content of the advertisement
- If the creative has a white background, it should be encased in a solid 1px grey border made distinct from content
- ARM standards prohibit advertisers from issuing ads, infomercials or infotisements in such a manner that the viewer or reader believes the content is news, rather than advertising
- ARM properties may not be used to imply affiliation with or an endorsement by any ARM product, content or service - unless such a relationship exists
- Optimal lead time on all creative is 5 working days
- Optional 1x1 tracking pixel can be supplied for all creative
- Please ensure all third party supplied tags are formatted in plain text files

Audio

- All audio must be user-initiated by a mouse click
- Must contain visible stop/play and pause or mute functionality
- The user can select additional loops by using play functionality; no automatic looping is permitted

Creative Specifications

Desktop Creatives

HTML5 CREATIVE REQUIREMENTS

The information below will help you to ensure consistent and optimised delivery of your HTML5 advertisements.

- HTML5 Creative must be 3rd Party Served
- For 3rd Party served creative, all external assets (images, scripts, CSS) must be hosted by the 3rd Party Provider.
- If 3rd Party hosting cannot be arranged, APNARM will build and host HTML5 creative. (Additional Cost may apply)
- HTML5 Creatives supplied as assets (HTML files, images, scripts, CSS) will not be accepted. These will need to be 3rd Party served.

HTML5 TECHNICAL SPECIFICATIONS

Desktop

- Initial Load: 100Kb
- Additional Assets : MAX 100Kb
- Video Assets: MAX 2.2Mb

Mobile

- Initial Load: 50Kb
- Additional Assets : MAX 100Kb
- Video Assets: MAX 2.2Mb

FLASH CREATIVE REQUIREMENTS

The information below will help you to ensure consistent and optimised delivery of your Adobe Flash advertisements.

- Must be published for Adobe Flash plug-in 8, 9, 10 or 11; if you are unable to publish in Flash 8, 9, 10 or 11 then you must send the .fla file to onlineoperations@apn.com.au and we will publish it for you if possible
- All creatives must be designed with a solid colour object for your background to avoid colour conflicts with the displaying page
- Frame rates should not exceed 24 frames per second

FLASH ACTIONSCRIPT 3 CLICKTAG INSTRUCTIONS

When supplying flash for an RMX please ensure to insert Action script 3 click tag, please use the following instructions:

- In your Flash document create two new layers at the very top, call the top one "Action Script" and the bottom one "Button"
- With the button layer selected, draw a rectangle which covers the area you want to respond to the mouse click

Creative Specifications

Desktop Creatives (cont.)

- Highlight the rectangle and convert it to a button symbol (F8 and select the button option)
- Chose as the fill colour of the rectangle a total transparent colour or shift the key frame to the “Hit” frame
- Now return to the scene and name the button instance on stage “clickTagButton”
- Select frame 1 in the ActionScript layer and open the ActionScript Editor (F9 key)
- In the ActionScript Editor type the following to create your clickTag:

```
if (root.loaderInfo.parameters.clickTag) {  
clickTag_Button.addEventListener(MouseEvent.CLICK, openLink);  
}  
function openLink($event:Event):void {  
navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTag), “_blank”);  
}
```

- Firstly an event handler needs to be setup so that actions can be supported on the Button. In the example above, the handler is attached to a MovieClip with instance name “clickTagButton”
- Secondly a function is set up to retrieve the click URL that has been dynamically embedded using the Loader Info property; the click URL is then established as a string

Mobile Creatives

- All ad content must be clearly distinguishable from the normal webpage content (i.e. ad must have clear defined borders and not confused with page content)
- Following destination options are available to mobile users:
 - Phone number (Image Banner Only)
 - Click to app
 - Click to email
 - Click to SMS
 - Click to Geo Location of Business (Client supplied address)
 - Click to URL

Creative Specifications

Video Creatives

- Video content supports VAST 3.0 (Video Ad Serving Template)
- Formats include
 - Linear ads
 - Non linear ads
 - Companion ads
- All third party tags must be supplied as a VAST 2.0 formatted tag
- Polite download/in banner audio must be user initiated
- Please ensure all mobile enabled video is supplied as MP4 (IOS & Android friendly) VAST only
- VPAID (Video Player Ad-Interface Definition) is only available on Desktop players

Background Colour

To ensure your advertisement has the correct background colour, create a layer to go at the bottom. On this layer add a solid block of colour; this will act as your background. This will ensure the colour of your advertisement is not affected by the website that it appears on.

Adult Products & Services

- Any business within the adult products and services industry, including but not limited to brothels, escorts services, sex workers, adult shops, gentlemen's clubs and strip clubs, are limited to advertising within the relevant category in the classifieds and directory sections of the websites only
- All advertising content, including images, for these businesses must comply with the Publishers' Advertising Advisory Bureau Australia and with all relevant national and state laws
- Content will be reviewed and approved at the discretion of the digital team

Contact

For further information on technical specifications, please contact the ARM Online Operations team via email at onlineoperations@apn.com.au

Delivery

Creative is due a minimum of 5 days prior to campaign start.

The background is a solid blue color. In the center, there are three concentric circles of a lighter blue shade, creating a subtle target-like effect. The text is centered within the innermost circle.

DESKTOP AD SPECIFICATIONS

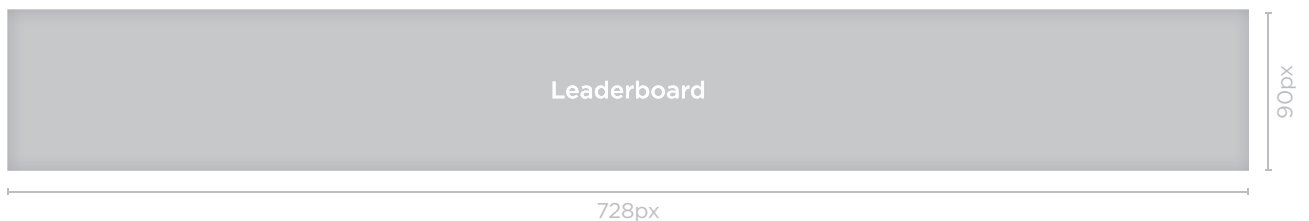
Leaderboard



SPECIFICATIONS

728px (w) x 90px (h)

- Static or rich media
- Maximum file size: 100kB for rich, 40kB for static
- File format: GIF, JPG, PNG, HTML5, SWF
- Available site wide



MREC



SPECIFICATIONS

300px (w) x 250px (h)

- Static or rich media
- Maximum file size: 100kB for rich, 40kB for static
- File format: GIF, JPG, PNG, HTML5, SWF
- Available site wide



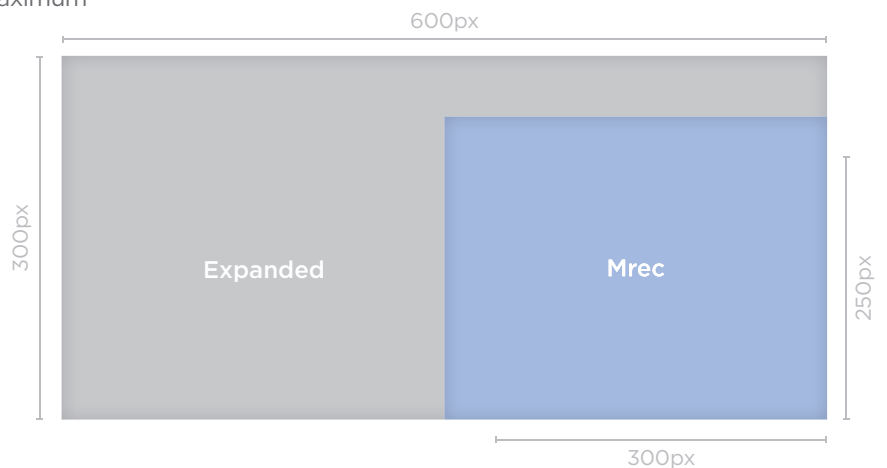
Expandable MREC



SPECIFICATIONS

MREC 300px (w) x 250px (h) EXPANDED 600px (w) x 250px (h)

- File format: HTML 5, SWF
- Maximum file size: 100kB
- Streaming media: 2.2MB polite download
- Expansion: user initiated
- Audio (optional): user initiated on click
- Video (optional): 30-90 seconds maximum
- Creative to be ad served by third party
- Close button: must be present and clearly defined in the top right corner of the ad - minimum "X" size: 32px (w) x 32px (h)
- Available site wide



Half Page



SPECIFICATIONS

300px (w) x 600px (h)

- Static or rich media
- Maximum file size: 100kB for rich, 40kB for static
- File format: GIF, JPG, PNG, HTML5, SWF
- Available site wide



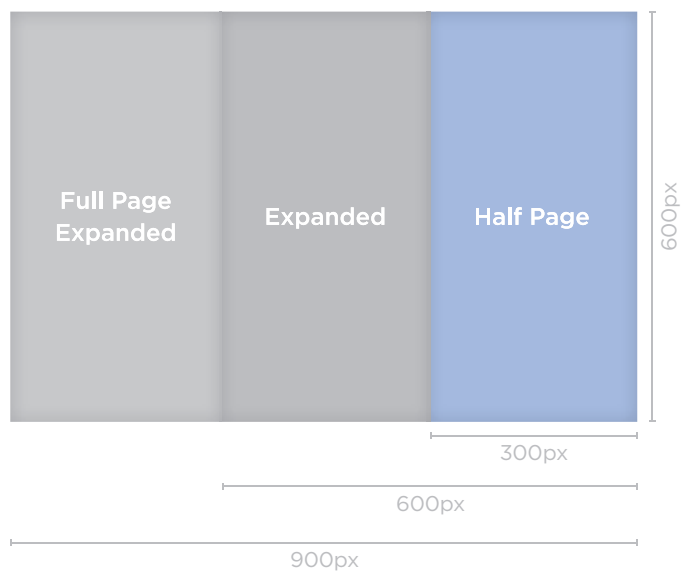
Expandable Half Page



SPECIFICATIONS

HALF PAGE: 300px (w) x 600px (h) EXPANDED: 600px (w) x 600px (h)
FULL PAGE EXPANDED: 900px (w) x 600px (h)

- Static or rich media
- Maximum file size: 100kB
- File format: GIF, JPG, PNG, SWF
- Streaming media: 2.2MB polite download
- Simple rollover (expansion triggered with hover over the retracted ad) or click to expand available
- Video (optional): 30-90 seconds maximum
- Audio (optional): user initiated on click
- Creative to be ad served by third party
- Close button: must be present and clearly defined in the top right corner of the ad - minimum "X" size: 32px (w) x 32px (h)
- Available site wide



Roadblock

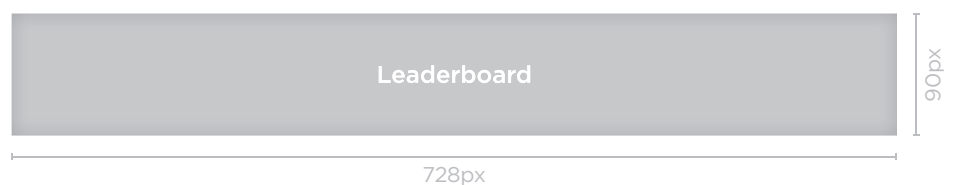
COMBINES LEADERBOARD AND MREC



SPECIFICATIONS

LEADERBOARD: 728px (w) x 90px (h)
MREC: 300px (w) x 250px (h)

- Static or rich media
- Maximum file size per ad: 100kB for rich, 40kB for static
- Creative can be synched (Synched creative must be served through third party vendor)
- File format: GIF, JPG, PNG, HTML5, SWF
- Available site wide



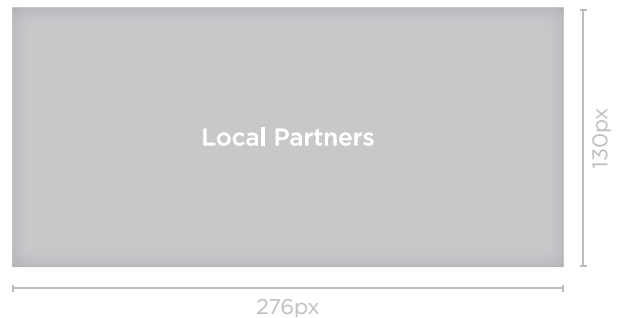
Local Partners Carousel



SPECIFICATIONS

276px (w) x 130px (h)

- **Only to be used by clients who have local offices in the region**
- Static ad
- Maximum file size: 10kB
- File formats: GIF, JPG, PNG
- Available for Home, News or Run Of Section



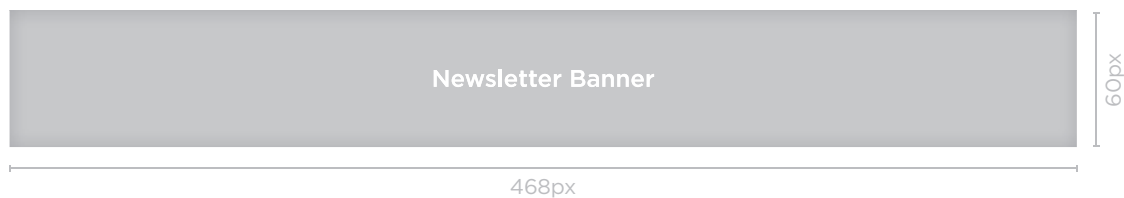
Newsletter Banner



SPECIFICATIONS

468px (w) x 60px (h)

- Static ad
- Maximum file size: 20kB
- File format can be GIF, JPG, PNG
- Available AM or PM



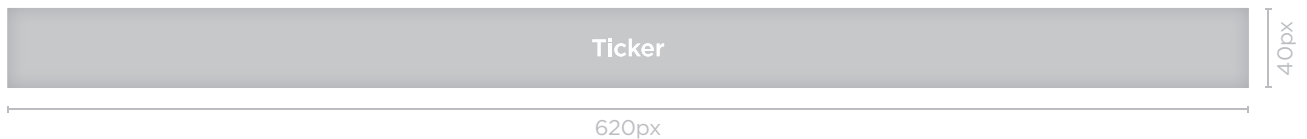
Ticker



SPECIFICATIONS

620px (w) x 40px (h)

- Maximum file size: 100kB
- File format: static GIF, JPG, PNG, HTML5, SWF
- Ticker feeds can include: Twitter, Facebook and RSS (Atom)
- Third party creatives accepted
- Available on home and landing pages only



3D Cube

SERVED WITH AN MREC



SPECIFICATIONS

MREC: 300px (w) x 250px (h) EXPANDS TO 3D PAGE CUBE: 964px (w) x 966px (h)

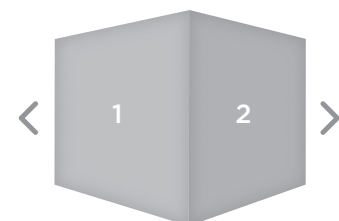
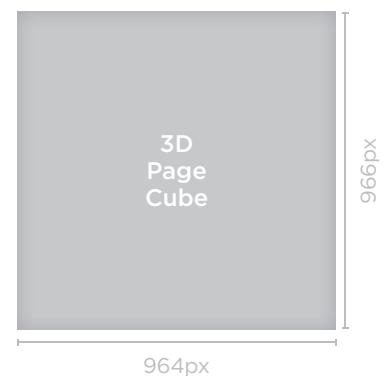
- File format: static GIF, JPG, PNG, SWF

MREC

- Maximum file size: 40kB
- Expansion: user initiated on click

3D PAGE CUBE

- Maximum file size: 100kB
- Quantity: Minimum four faces for the cube are required, top and bottom are optional
- Close button: must be present and clearly defined in the top right corner of the ad - minimum "X" size: 32px (w) x 32px (h)
- Available site wide
- Creative to be served by APN ARM



Skins

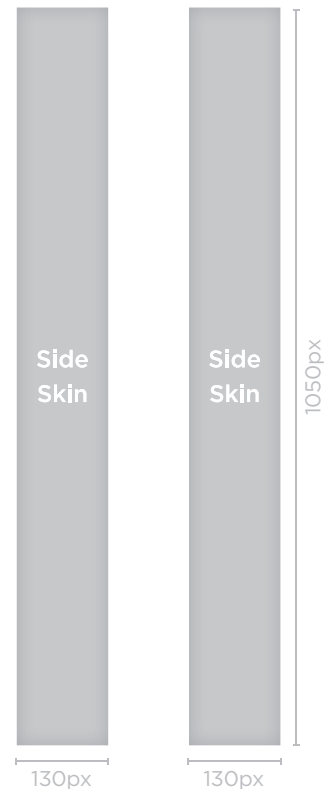
CLICKABLE SKINS SERVED WITH A ROADBLOCK



SPECIFICATIONS

130px (w) x 1050px (h)

- Skins: static ad
- Maximum file size: 40kB
- File format: GIF, JPG, PNG
- A logo or short call to action can be placed in line with the masthead and/or at the bottom of the skins
- The colour palette is to exclude fluorescent, or excessively bright colours, or multiple high contrast colouring
- Available on home and landing pages only
- Execution to run a maximum of three days per week per section page.



Floor Ad

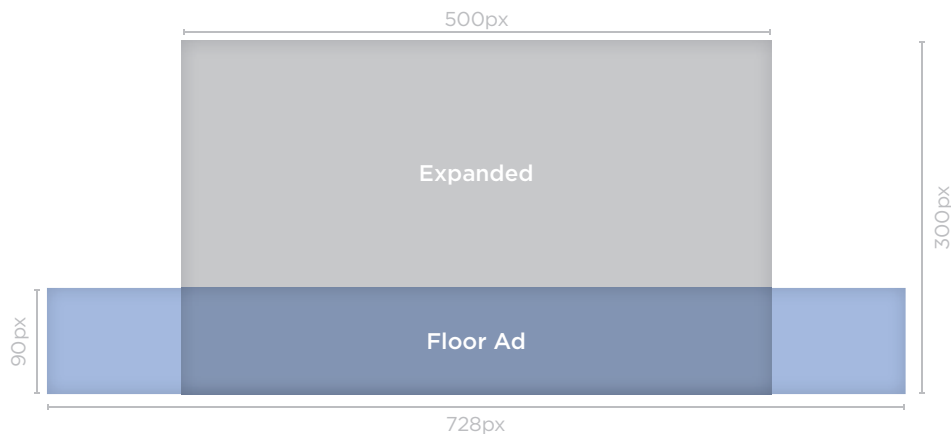


SPECIFICATIONS

FLOOR AD 728px (w) x 90px (h) EXPANDED 728px (w) x 300px (h)

- Static or rich media
- Maximum file size: 100kB for rich, 40kB for static
- File format: GIF, JPG, PNG, SWF
- Creative to be ad served by third party
- Frequency capped to one Unique browser per day
- Close button: must be present and clearly defined

- in the top right corner of the ad - minimum "X" size: 32px (w) x 32px (h)
- Responsive ad format available on Floor Ad element
- Available Homepage only
- Execution to run a maximum of three days per week per section page.



Over the Page (OTP) - Standard

SERVED WITH A ROADBLOCK



SPECIFICATIONS

500px (w) x 500px (h)

- Maximum file size: 100kB (excluding video element)
- Streaming media: 2.2MB polite download
- File format: static GIF, JPG, PNG, HTML5, SWF
- Creative to be adserved by third party
- Time-out after seven seconds
- Frequency capped to one Unique browser per day
- Close button: must be present and clearly defined in the top right corner of the ad - minimum "X" size: 32px (w) x 32px (h)
- Transparent Background accepted
- Available on home and landing pages only
- Execution to run a maximum of three days per week per section page.



Over the Page (OTP) - Full Page

SERVED WITH A ROADBLOCK



SPECIFICATIONS

980px (w) x 750px (h)

- Maximum file size: 100kB (excluding video element)
- Streaming media: 2.2MB polite download
- File format: static GIF, JPG, PNG, HTML5, SWF
- Creative to be adserved by third party
- Time-out after seven seconds
- Frequency capped to one Unique browser per day
- Close button: must be present and clearly defined in the top right corner of the ad - minimum "X" size: 32px (w) x 32px (h)
- Transparent background accepted
- Available on home and landing pages only
- Execution to run a maximum of three days per week per section page.



Billboard

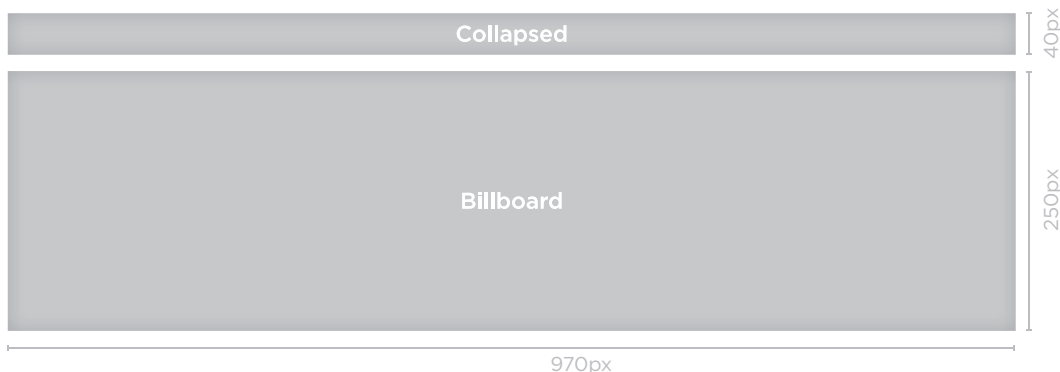
SERVED WITH AN MREC



SPECIFICATIONS

BILLBOARD: 970px (w) x 250px (h) COLLAPSED: 970px (w) x 40px (h)

- Maximum file size: 100kB (excluding video element)
- Streaming media: 2.2MB polite download, 90 seconds maximum
- Video (optional): 90 seconds maximum
- Audio (optional): user initiated on click
- File format: GIF, JPG, PNG, HTML5, SWF
- Creative to be aderved by third party
- The colour palette is to exclude fluorescent, excessively bright or multiple high contrast colours
- Close button: must be present and clearly defined in the top right corner of the ad - minimum "X" size: 32px (w) x 32px (h)
- Available on home and landing pages only
- Execution to run a maximum of three days per week per section page.



Pushdown

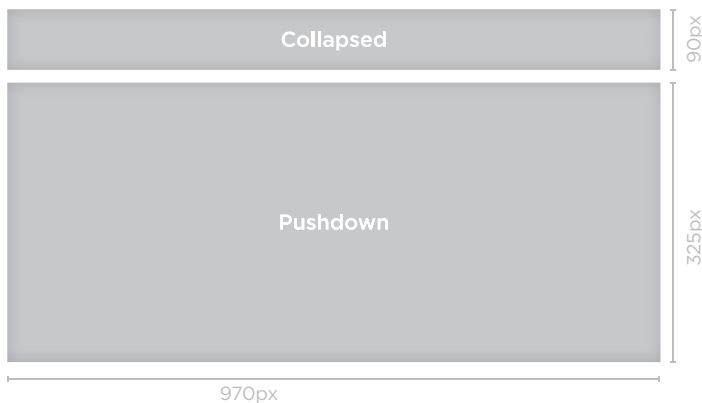
SERVED WITH A MASTHEAD



SPECIFICATIONS

COLLAPSED 980px (w) x 90px (h) EXPANDED 980px (w) x 415px (h)

- File format: GIF, JPG, PNG, SWF
- Static ad file size: 50kB maximum
- Rich media file size: 2.2MB maximum polite download
- Creative to be adserved by third party
- Video (optional): 30-90 seconds maximum
- Audio (optional): user initiated on click
- Can be served with Wallpaper (non-clickable)
- Frequency capped to one Unique browser per day
- Close button: must be present and clearly defined in the top right corner of the ad - minimum "X" size: 32px (w) x 32px (h)
- Available homepage only
- Execution to run a maximum of three days per week per section page.



Takeover

COMBINES MASTHEAD INTEGRATION, WALLPAPER AND MREC



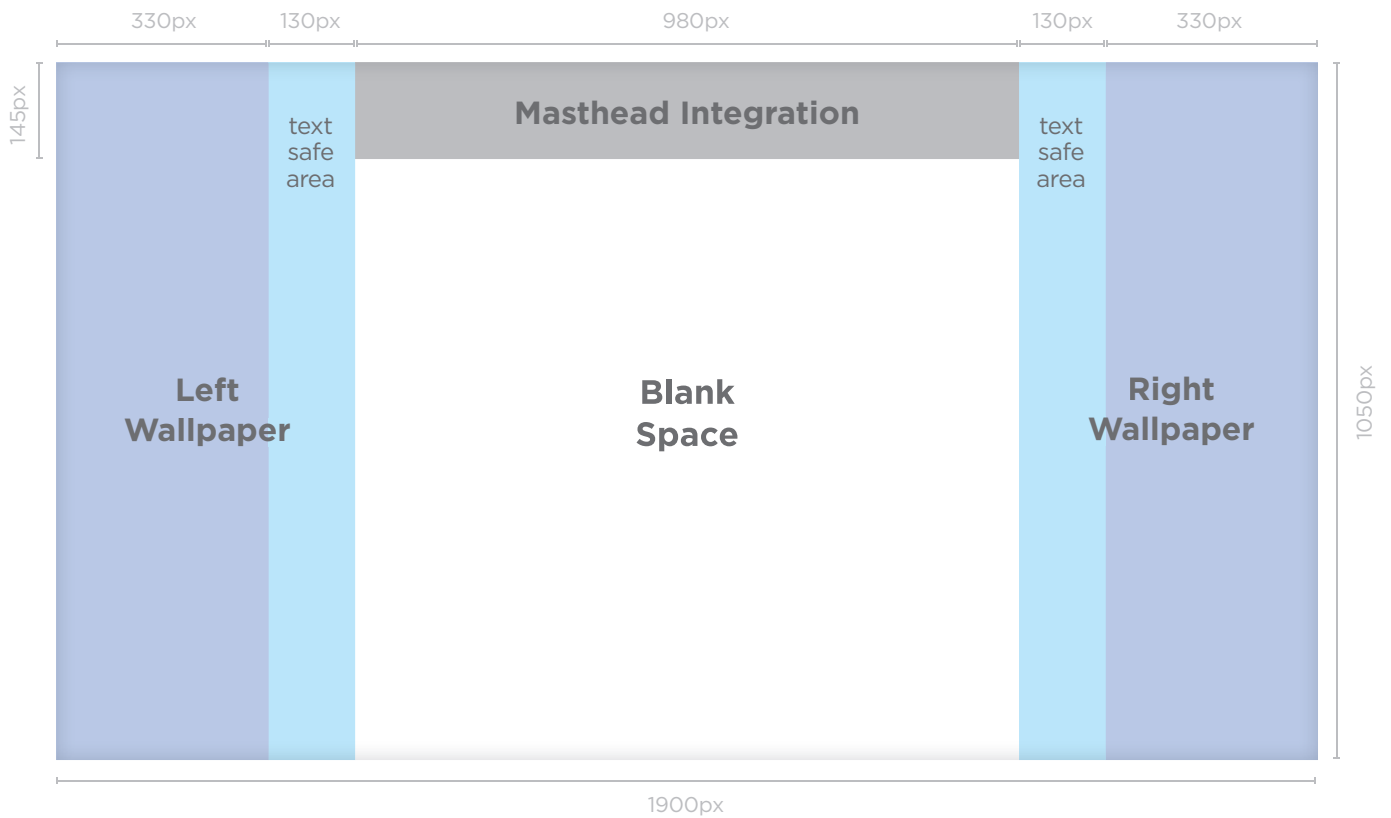
SPECIFICATIONS

MASTHEAD SIZE: 980px (w) x 145px (h) **WALLPAPER SIZE: 1900px (w) x 1050px (h)**

- Wallpaper static media
- Integrated masthead and mrec static or rich media
- Wallpaper maximum file size: 200kB
- MREC maximum file size: 100kB
- Streaming media: 2.2MB polite download, 90 seconds maximum
- File format: GIF, JPG, PNG, HTML5, SWF
- PSD template available for design agency build
- Text must not exceed 25% of the screen space
- The colour palette is to exclude fluorescent, excessively bright or multiple high contrast colours
- A logo or short call to action can be placed in line with the masthead and/or at the bottom of the skins
- For users who have 1280px wide screen resolution ensure text and logos are restricted to the 130px wide safe area (see overleaf for template)
- Clickable wallpaper available upon request
- Available on home and landing pages only
- Execution to run a maximum of three days per week per section page.

Takeover (Continued)

COMBINES MASTHEAD INTEGRATION, WALLPAPER AND MREC



LIGHT BLUE SPACE:

For users with 1280px wide resolution. The product or service should be restricted to this 130px area.

DARK BLUE SPACE:

For users with 1900px wide resolution. The outer sides of the creative must fade so that the transition with the wallpaper is smooth.

BLANK SPACE:

Wallpaper to be supplied as one unit. This white space will go behind the site content.

Interactive Takeover

WALLPAPER AND INTEGRATED MASTHEAD CHANGE BASED ON USER INTERACTIONS WITH MASTHEAD



SPECIFICATIONS

MASTHEAD SIZE: 980px (w) x 145px (h) **WALLPAPER SIZE: 1900px (w) x 1050px (h)**

- Masthead should contain min of 2 and max of 3 interactive options, each with a **strong call to action**
- Wallpaper static media
- Integrated masthead and mrec static or rich media
- Wallpaper maximum file size: 200kB
- MREC maximum file size: 100kB
- Streaming media: 2.2MB polite download, 90 seconds maximum
- File format: GIF, JPG, PNG
- PSD template available for design agency build
- Text must not exceed 25% of the screen space
- The colour palette is to exclude fluorescent, excessively bright or multiple high contrast colours
- For users who have 1280px wide screen resolution ensure text and logos are restricted to the 130px wide safe area
- Available on home and landing pages only
- Execution to run a maximum of three days per week per section page.
- Creative to be served by APNARM

The background is a solid blue color. In the center, there are three concentric circles of a lighter shade of blue. The text is centered within the innermost circle.

MOBILE AD SPECIFICATIONS

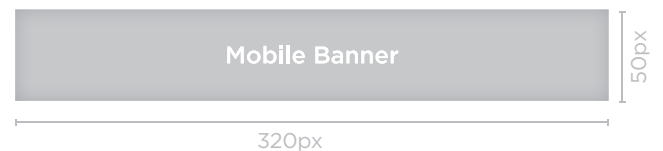
Mobile Banner



SPECIFICATIONS

320px (w) x 50px (h)

- Static or rich media
- Maximum file size: 15kB
- File format: JPG, GIF, PNG, HTML5
- Maximum animation: 15 seconds
- Ensure images are mobile web optimised; landing pages must be mobile optimised



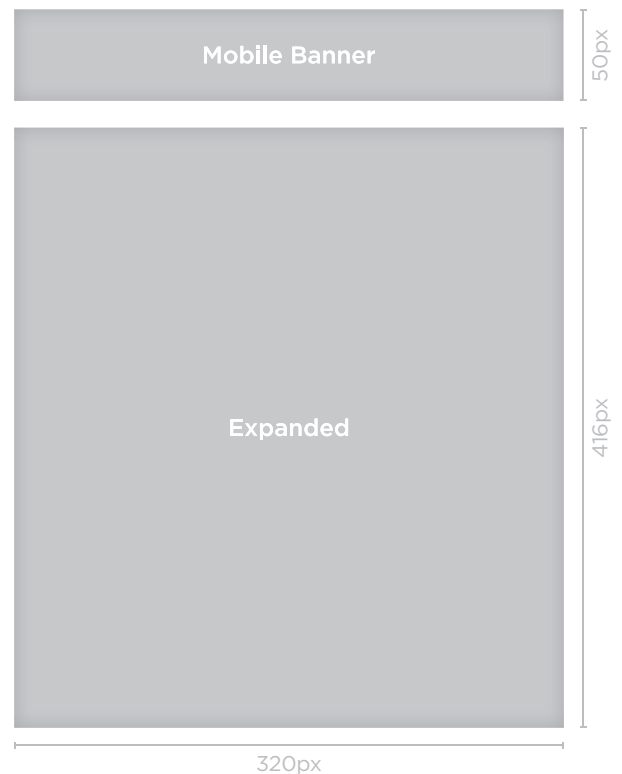
Mobile Expandable Banner



SPECIFICATIONS

BANNER: 320px (w) x 50px (h)
EXPANDED: 320px (w) x 416px (h)

- Static or rich media
- Maximum file size: banner 15kB, expanded 40kB
- File format: JPG, GIF, PNG, HTML5
- Maximum animation: 15 seconds
- Expand feature: tap to open on collapse
- Control: “Close X” on expanded panel and “Expand” on collapsed panel must be present and clearly defined in the top right of the ad - 40px (w) x 16px (h)
- Ensure images are mobile web optimised; landing pages must be mobile optimised



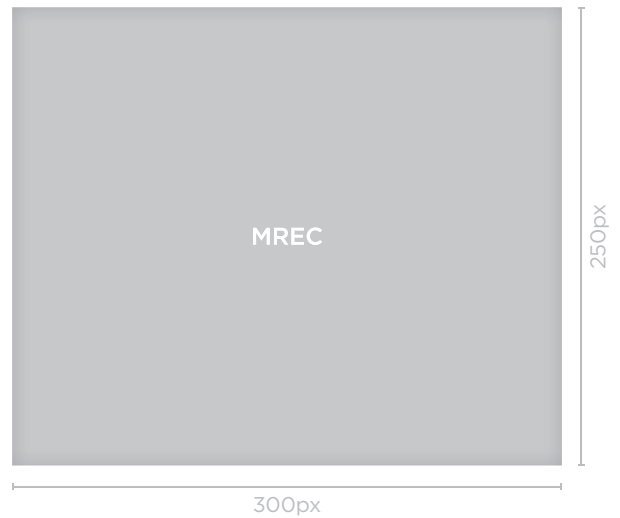
Mobile MREC



SPECIFICATIONS

300px (w) x 250px (h)

- Static or rich media
- Maximum file size: 15kB
- File format: JPG, GIF, PNG, HTML5
- Maximum animation: 15 seconds
- Ensure images are mobile web optimised; landing pages must be mobile optimised



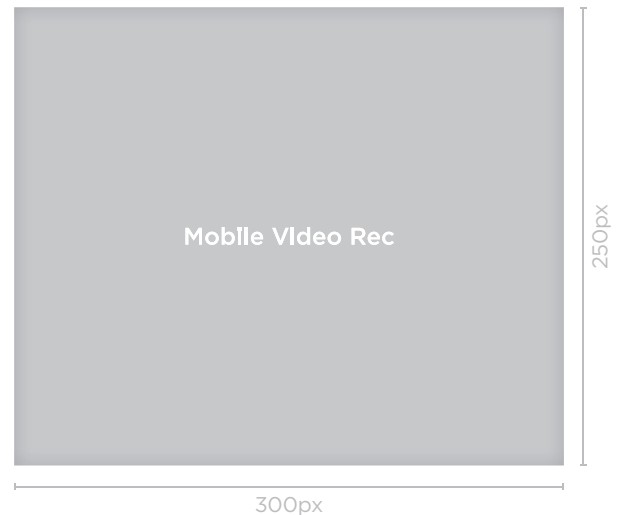
Mobile Video Rec



SPECIFICATIONS

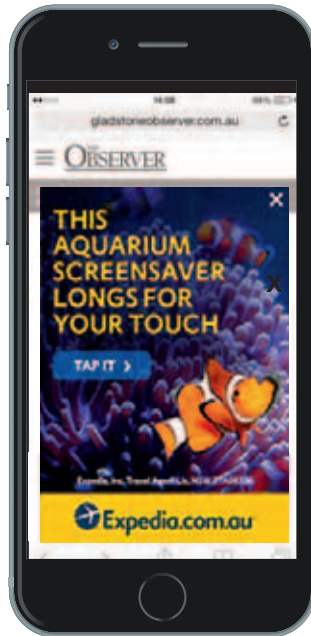
300px (w) x 250px (h)

- Maximum file size: 100kB (excluding video element)
- File format: YouTube or MP4 (IOS & Android friendly) VAST Only
- Streaming media: 2.2MB polite download, 90 seconds maximum
- Auto play video: (MP4) 1.2MB (audio must be tap initiated)
- Aspect ratio: 4:3 640px (w) x 360px (h)
- Audio format: Mp3 or ACC preferred
- Frame rate: 24 FPS
- Max file size: 2.2MB



Mobile OTP

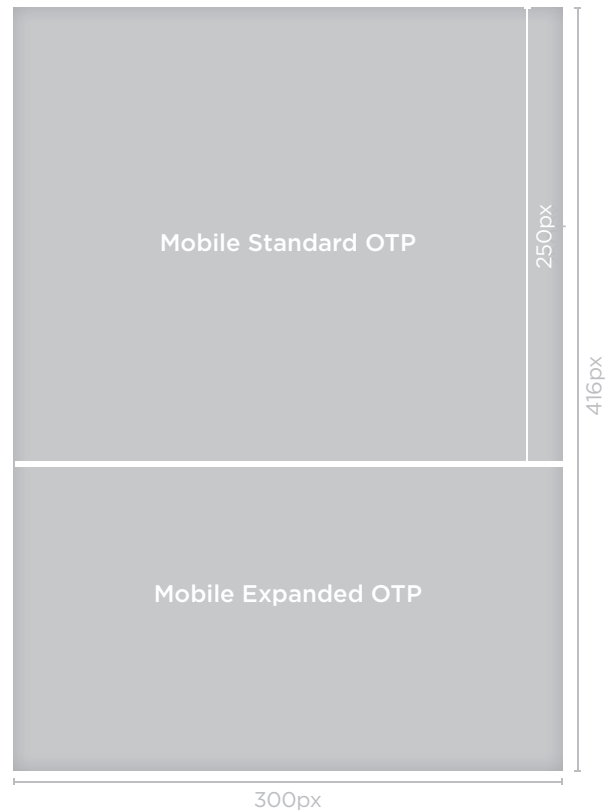
SERVED WITH MOBILE BANNER LEAVE BEHIND



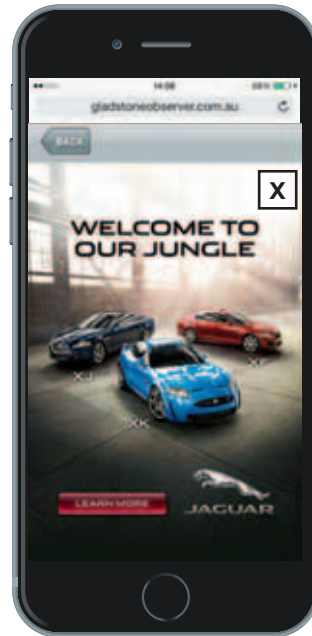
SPECIFICATIONS

Banner: 320px (w) x 50px (h)
Mobile OTP: 320px (w) x 250px (h)
 or **320px (w) x 416px (h)**

- File type: JPG, GIF, PNG, HTML5
- Ad Maximum file size: 40kB HD/Retina, 15kB Leave Behind Banner
- Ensure images are mobile web optimised, do not use flash assets; landing pages must be mobile optimised
- Control: “Close X” on OTP must be present and clearly defined in the top right of the ad - 40px (w) x 16px (h)
- Transparent background accepted
- Time out after 5 seconds
- Frequency capped to one Unique browser per day



Mobile Adhesion



SPECIFICATIONS

320px (w) x 50px (h)



- Maximum file size: 40kB HD/retina
- File type: JPG, GIF, PNG, HTML5
- Responsive ad format available
- Three frames maximum (continuous loop accepted)
- Close button: must be clearly defined in the top right of expanded state - 40px (w) x 40px (h)
- Additional features are available upon request
- The IAB Adhesion Banner must be compatible with MRAID 1.0 & MRAID 2.0
- Execution to run a maximum of three days per week per section page.
- Available Home and Section landing pages
- Creative to be served by APN ARM

The background is a solid blue color. In the center, there are two concentric circles of a lighter shade of blue. The text is centered within the inner circle.

VIDEO AD SPECIFICATIONS

Video Mrec



SPECIFICATIONS

300px (w) x 250px (h)

- Maximum file size: 100kB (excludes video element)
- Streaming media: 2.2MB polite download, 90 seconds maximum
- File format: FLV or MP4
- Maximum duration: 90 seconds
- Auto play video: FLV 1.2MB (audio must be click initiated)
- Submit Video Files: 4:3 aspect ratio 640px (w) x 360px (h)
- Creative to be adserved by third party
- Available site wide



RMX



SPECIFICATIONS

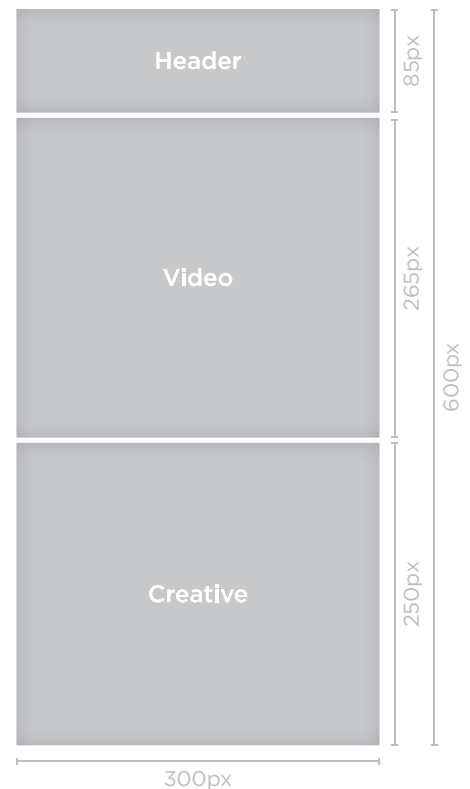
300px (w) x 600px (h)

HEADER • File format: GIF, JPG, PNG
300px x 85px

VIDEO • Youtube FLV and MP4 accepted
300px x 265px • Maximum duration: 90 seconds
• Audio: user initiated on click
• Submit Video Files: 4:3 aspect ratio
640px (w) x 360px (h)

CREATIVE • File format: GIF, JPG, PNG, SWF
300px x 250px • AS3 enabled only
(for instructions on inserting AS3 enabled click tags please refer to page 4 of this document)

- Maximum file size: 100kB (excludes video element)
- Streaming media: 2.2MB polite download,
- Auto play video: FLV 2.2MB (click initiated)
- Available site wide



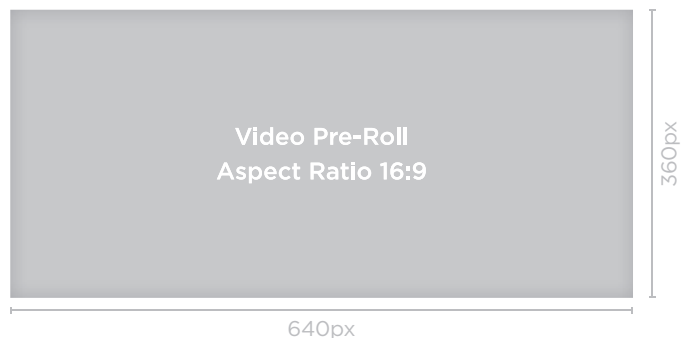
Video Pre-Roll



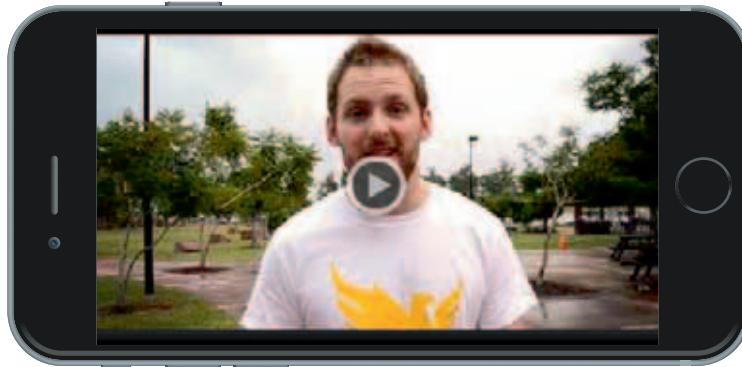
SPECIFICATIONS

Aspect ratio 16:9 Min. 640px (w) x 360px (h)

- File format: most files are supported by APNARM including Quicktime (MOV), H-264 (MP4), FlashVideo (FLV) & WebM
- Third Party Served - VAST/VPAID Compliant (VPAID Desktop Only)
- Aspect ratio: 16:9 1920px (w) x 1080px (h) recommended/640px (w) x 360px (h) or 1280px (w) x 720px (h) accepted
- Audio format: MP3 or ACC preferred
- Frame rate: 24 FPS
- Max file size: 10MB
- Max video length: 15 seconds (non-skippable)



Mobile Pre-Roll



SPECIFICATIONS

Aspect ratio 16:9 Min. 640px (w) x 360px (h)

- File format: YouTube, MP4 (IOS & Android friendly) VAST Only
- File size: 2.2MB maximum
- Aspect ratio: 4:3 640px (w) x 360px (h) & 16:9 1920px (w) x 1080px (h) - 1280px (w) x 720px (h) accepted
- Audio format: Mp3 or ACC preferred
- Frame rate: 24 FPS
- Maximum video length: 15 seconds (non-skippable)



Video Wall

SERVED WITH AN MREC OR HALFPAGE



SPECIFICATIONS

MREC SIZE: 300px (w) x 250px (h) EXPANDED SIZE: 980px (w) x 680px (h)

- Maximum file size: 100kB (excluding video element)
- Streaming media: 2.2MB polite download
- File format: static GIF, JPG, PNG, HTML5, mp4
- Close button: must be present and clearly defined in the top right corner of the ad - minimum "X" size: 32px (w) x 32px (h)
- Transparent background accepted
- 90 sec video recommended
- Available site wide
- Creative to be served by APNARM

