

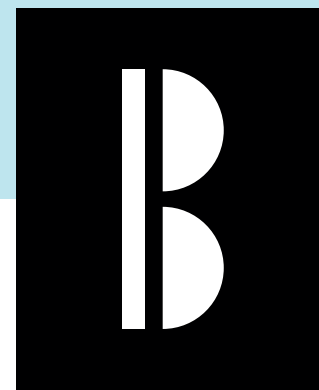
FAIRFAX BLUEPRINTS



RICH MEDIA, MADE EASY

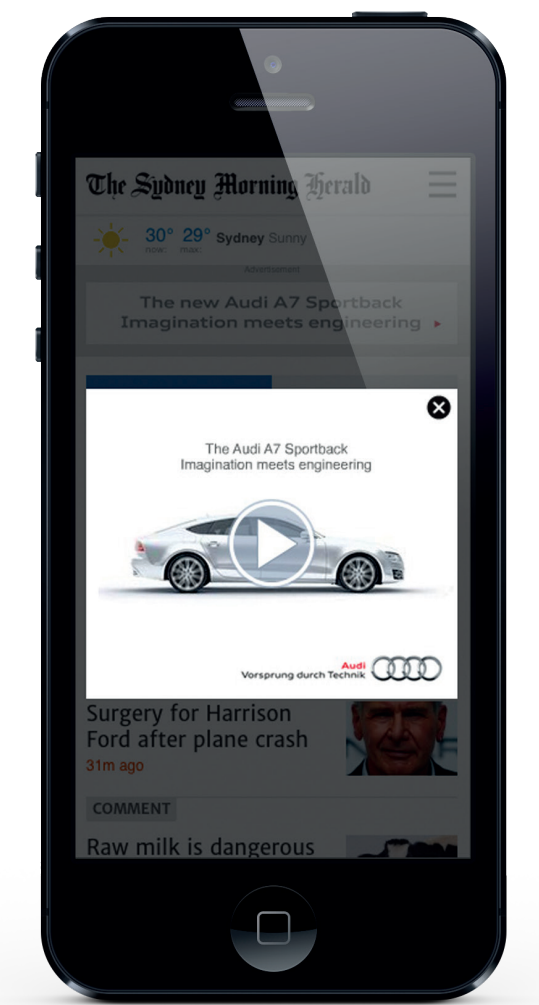
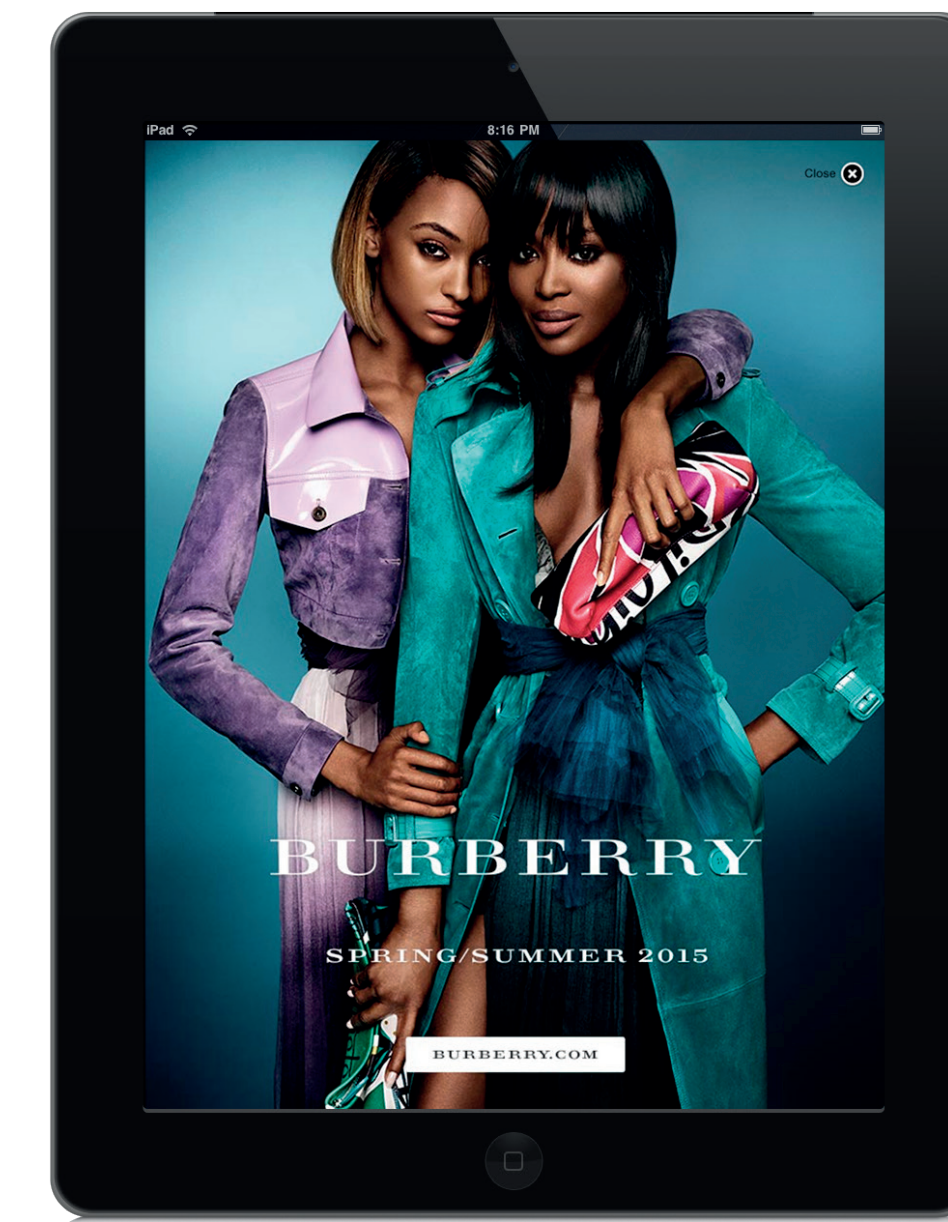
INTRODUCING FAIRFAX BLUEPRINTS

A new framework solution, designed to create high impact rich media executions quickly and easily.



BLUEPRINTS ABSORB PRODUCTION COSTS

As Fairfax Blueprints use pre-built code bases, the production costs have been absorbed into the ad unit rate.



BENEFITS

B

Absorbed
production costs



Available across
desktop, smartphone,
tablet and video



Supports a variety
of creative formats
such as Flash, HTML5,
static images and
video files as well as
social sharing links and
analytic trackers



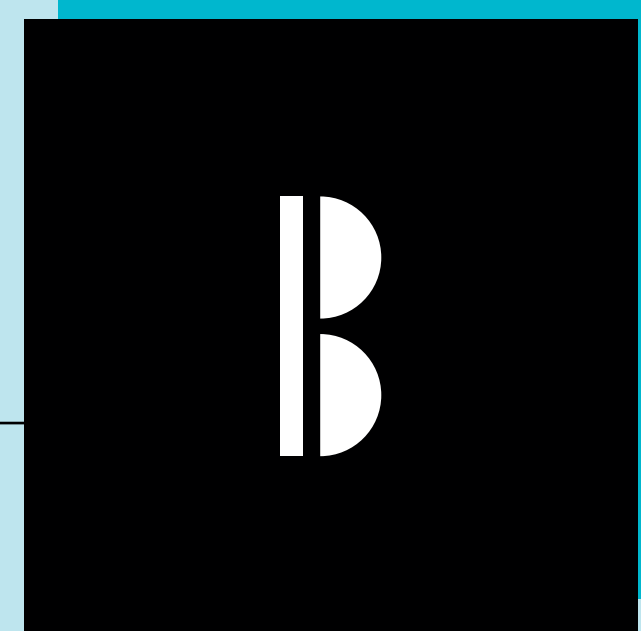
Guaranteed delivery
of 5 days or under



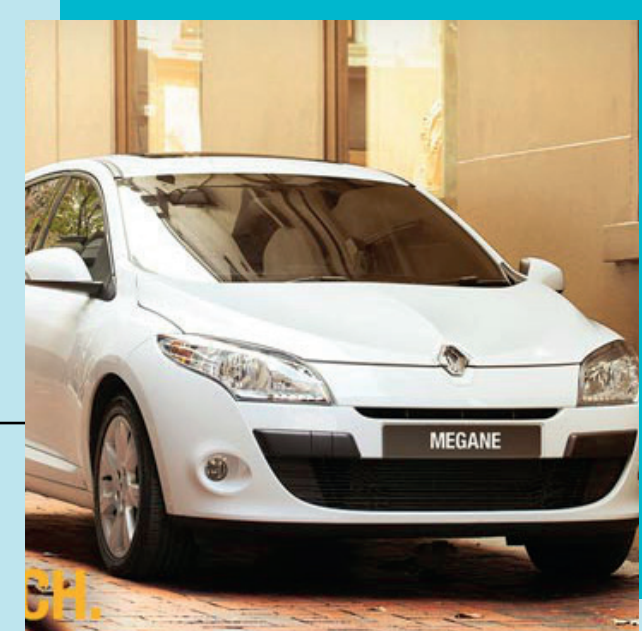
Seamless integration
into the Fairfax Media
digital network

HOW DO THEY WORK?

It's a simple 3 step process....



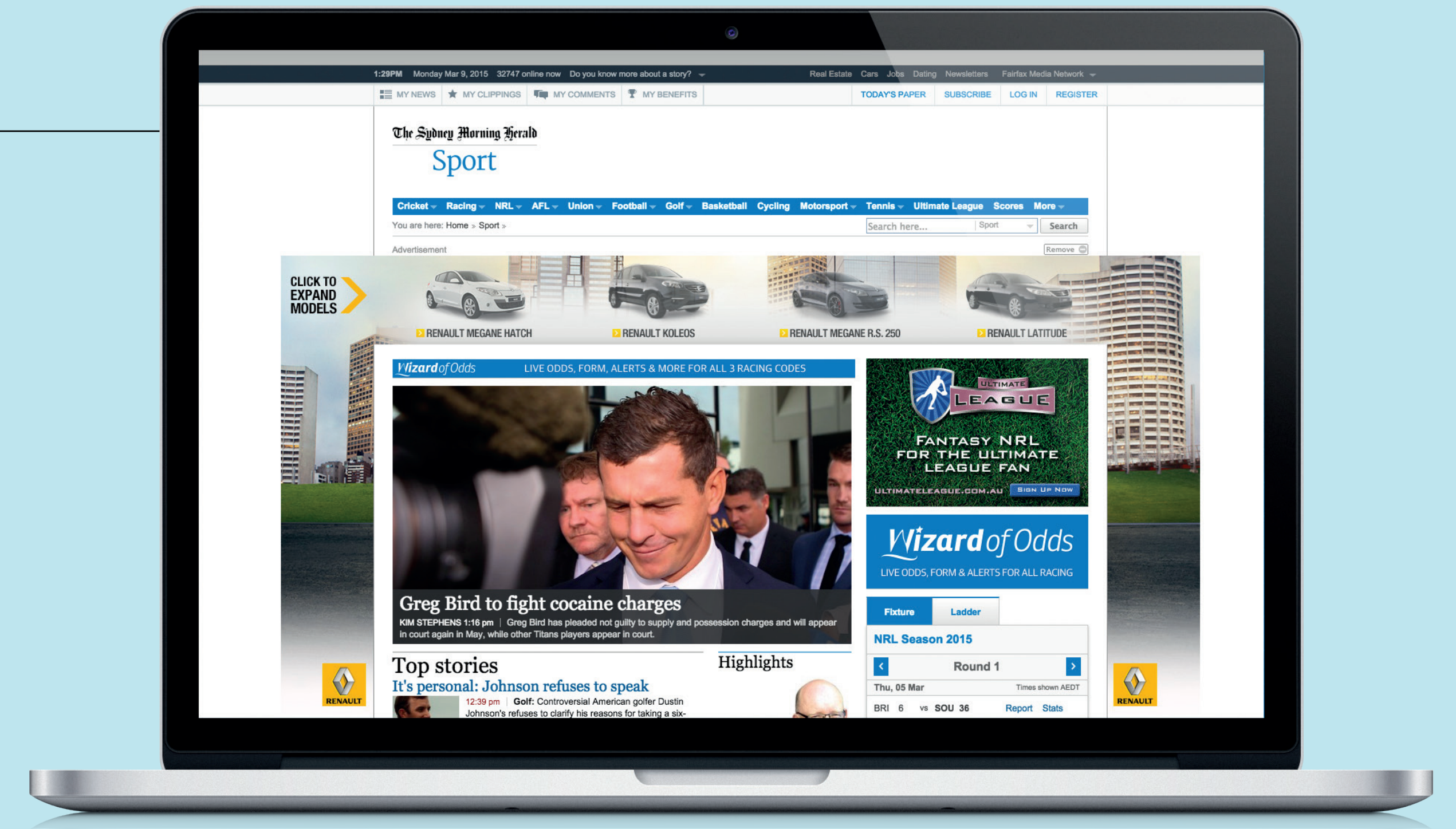
Choose a Blueprint



Supply the creative assets

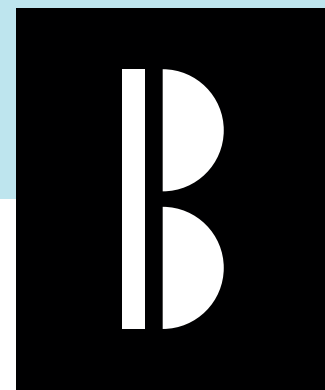


Sit back while we do the rest



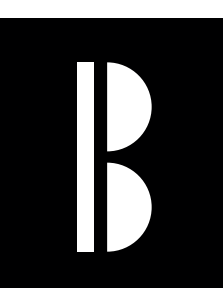
RICH MEDIA

MADE EASY



STEP 1.

Select a Fairfax Blueprint:



DESKTOP

- The Arch
- Mise en Skins
- Gutters
- Superking Gutters
- Desktop Sushi Train
- The Helmet
- Superking Helmet
- Vine Skins
- Tardis

TABLET

- Tablet Full page Static
- Tablet Full page Video
- Tablet Full page Sushi Train with Video

MOBILE

- Mobile in-App Interstitial Screen Takeover
- Mobile BreakUp
- Mobile Streaming Banner
- Mobile Expanding Banner
- Mobile OTP
- Mobile Sushi Train
- Mobile – Domain Mobile inline Ad

VIDEO

- Video FPVC
- Video Streaming Mrec

Relevant Ad Spec pages on the Fairfax Media AdCentre will be branded with a 'B' to make it easy to identify Fairfax Blueprints rich media executions.



STEP 2.

Supply the creative assets:

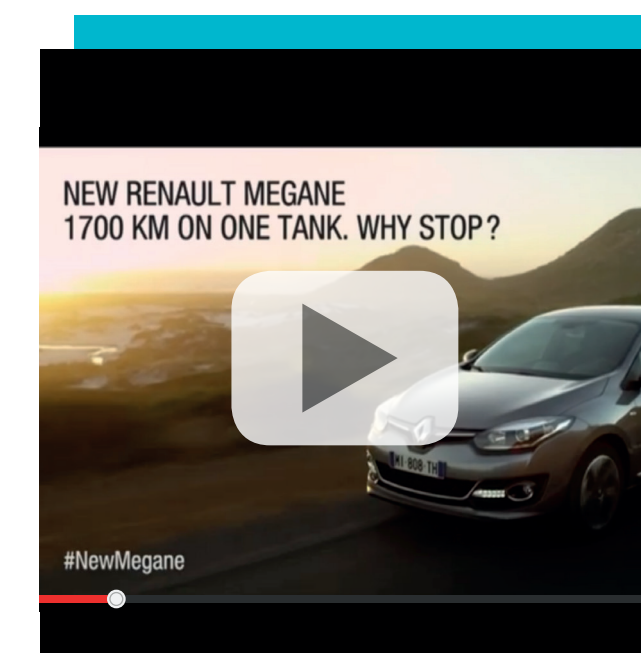
Creative assets normally required for a Fairfax Blueprint rich media execution include:

- ✓ Images
- ✓ Videos
- ✓ Analytics (impression & Click trackers)

Visit the relevant AdCentre Ad Specs page for information on the required creative assets and to view demo pages with the ad units.



IMAGES



VIDEO

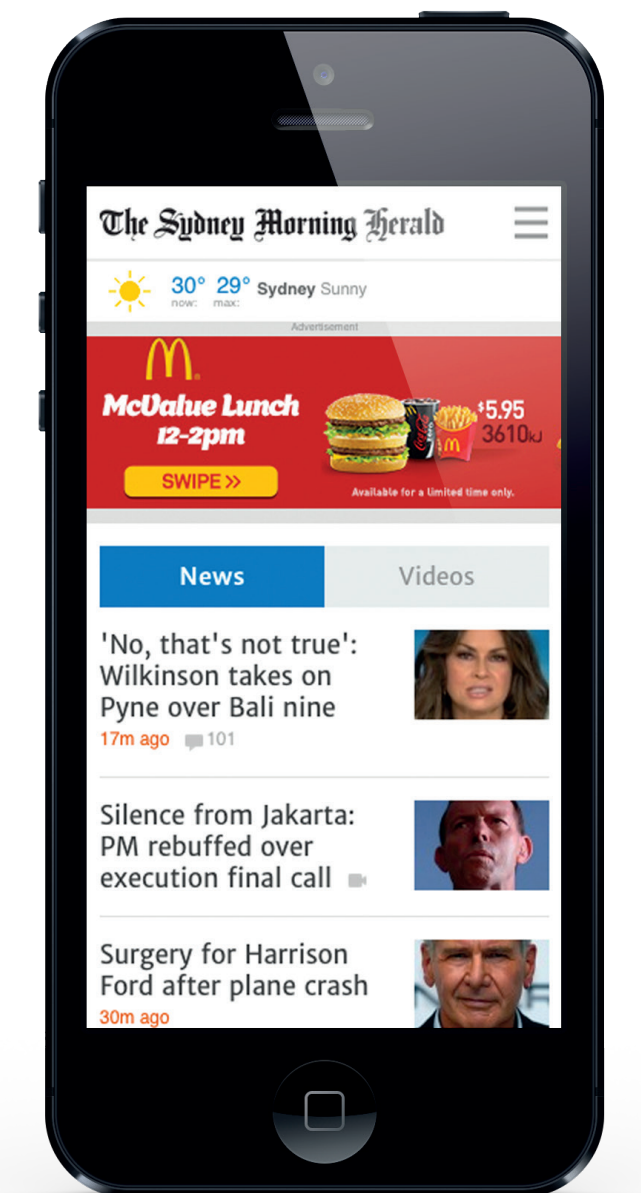
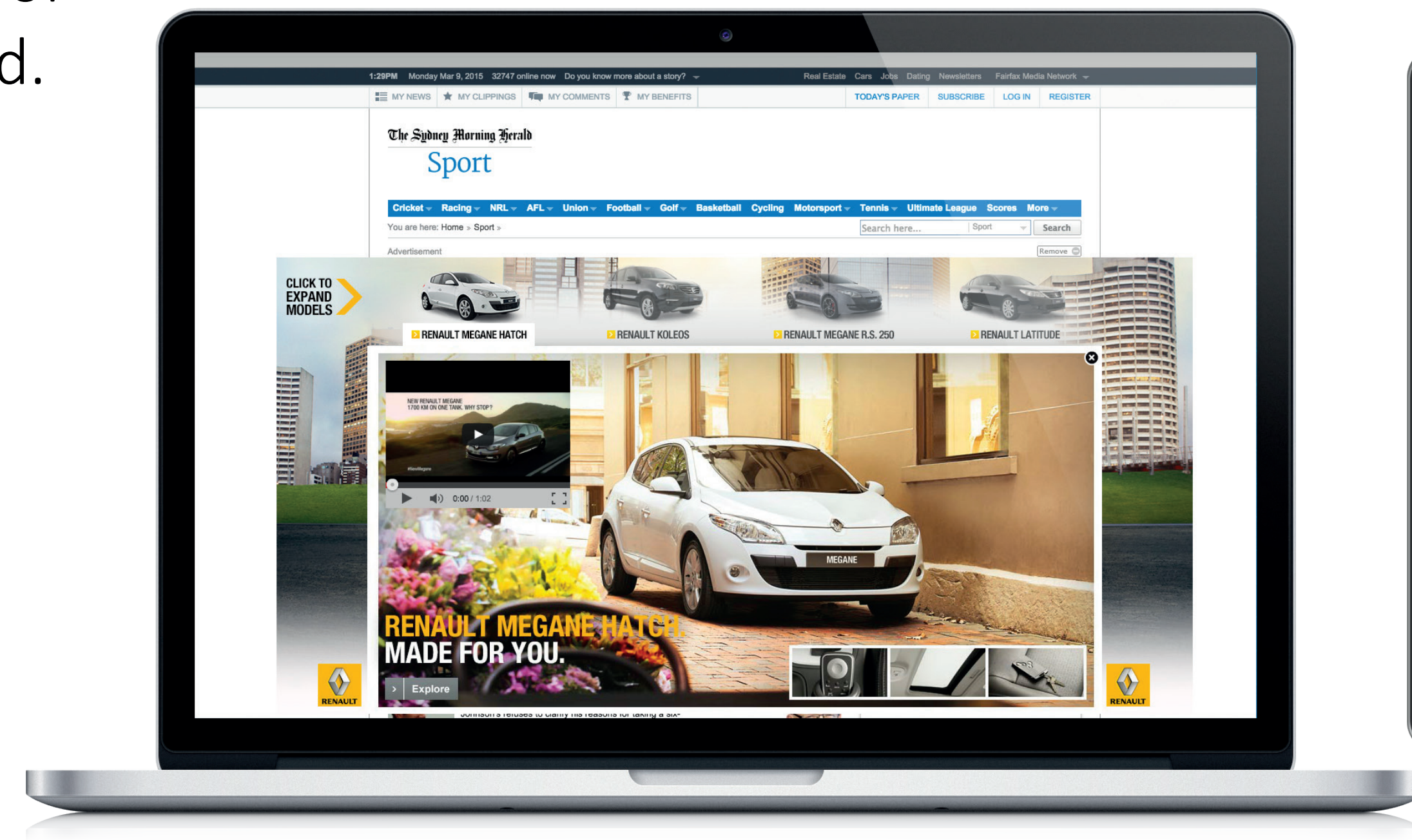


ANALYTICS

STEP 3.

Sit back and relax while we turn your creative assets into rich media executions:

Fairfax Blueprints have a production delivery time of up to 5 days - Guaranteed.

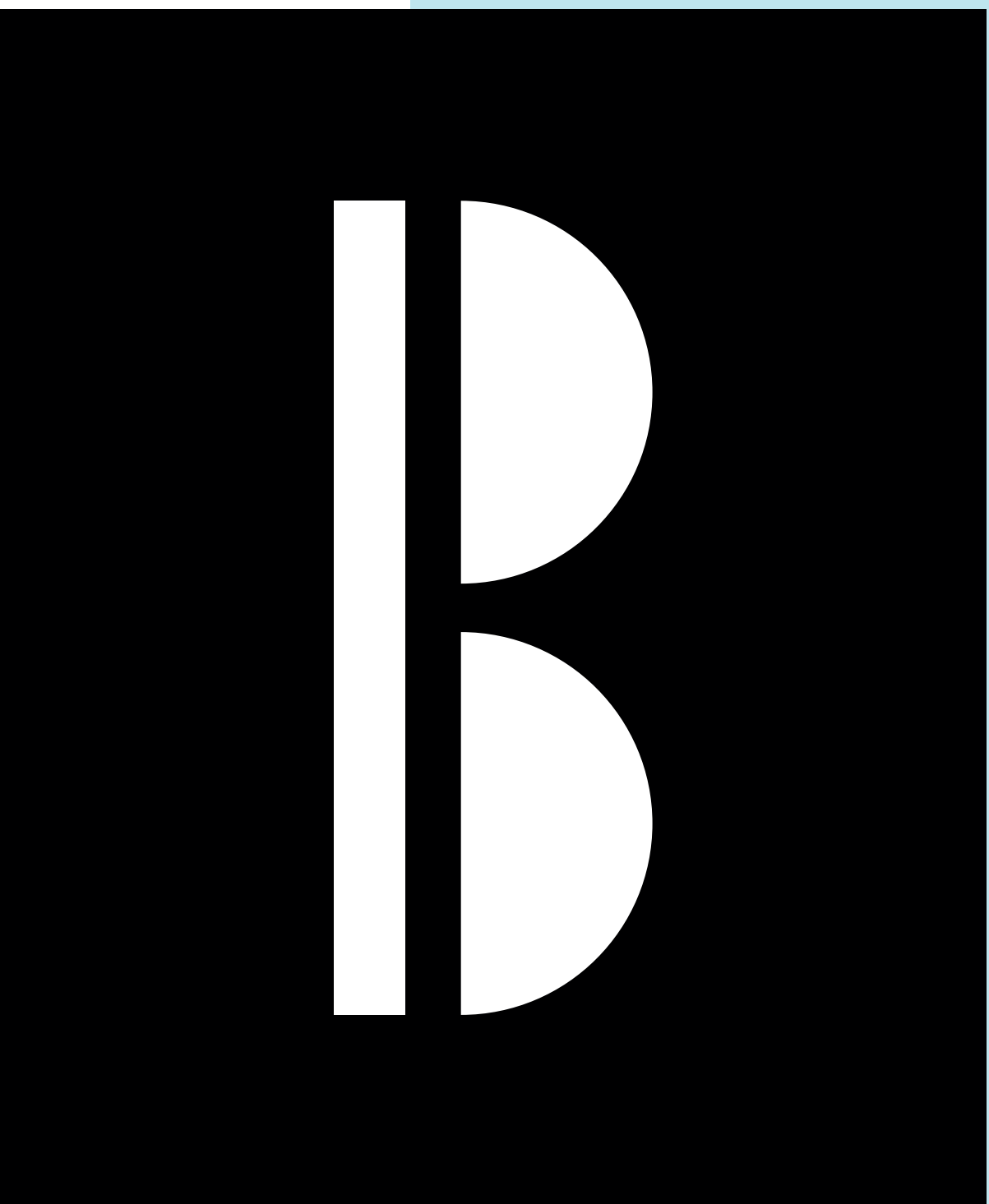


CONTACT US

For more information, please contact us at:

blueprints@fairfaxmedia.com.au





FAIRFAX BLUEPRINTS



RICH MEDIA, MADE EASY
