

AD SPECIFICATIONS AND STYLE GUIDE 2020

For any information not covered in this document please contact marcomms.hcr@haymarket.com

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IMPORTANT INFORMATION – Please ensure that all Third Party Tags are SSL compatible (*see page 6*)

The creatives below can be seen on a majority of the Haymarket Business Media sites; these will run in various locations as outlined below.

All creatives can be run through Third Party servers such as flashtalking or DCM if a file size larger than the stated amount is needed.

We update our ad specs regularly, so please always download the latest versions from:

<http://adoperations.hbpl.co.uk/Specs/>

Responsive Design

Our sites have been designed to display the optimum creative for the device it is being viewed on. The creatives affected by this are the Billboard, Leaderboard and Mobile Banner - These works in a cascade style, with the largest creative only being visible on desktop and the smallest only on mobile.

Example: If a Billboard is booked and you wish to display the campaign across all platforms you may wish to also book a Leaderboard and Mobile Banner.

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Standard ad formats			
	Dimensions (W x H)	File format	Max file size for physical assets
BILLBOARD¹ Typically displays at the top of the page. <i>Desktop only.</i>	970 x 250 Pixels	Animated/Static image in gif/jpg format	90kb
LEADERBOARD Displays at the top of the page. <i>Desktop & tablet only.</i>	728 x 90 Pixels	or	60kb
MOBILE BANNER Displays at the top of the page. <i>Mobile Only.</i>	320 x 50 Pixels	HTML5 creatives to be built to the specifications on page 5 or 6	60kb
MPU Typically in the right hand column of the page. <i>Desktop, tablet & mobile.</i>	300 x 250 Pixels	or	60kb
MOBILE BILLBOARD Displays at the top of the page. <i>Mobile Only.</i>	300x150 Pixels	Secure* Third Party JavaScript tags** that will deliver one of: - Animated/Static (gif/jpg) image - HTML5 creatives	60kb
DOUBLE MPU Displays mostly in the same positions as MPU. <i>Desktop only.</i>	300 x 600 Pixels	* All Third Party tags should be SSL compliant and use the prefix of https ** Supplied by a recognised Rich Media vendor such as Flashtalking	90kb

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Bulletins

Bulletins can run static/animated images. Tags not accepted.

Animation is accepted but not recommended due to Outlook 2007/10 only displaying the first frame. For this reason all critical information should be on the first slide if an animated creative is supplied.

Advertiser or media agency tracking

When an advertiser (or media agency) wishes to use their own figures to verify the publisher's, they should book the creative into a third party ad-server, and obtain a JavaScript tag (or, alternatively, an impression tracker + click tracker). The third party ad-server should use an Interactive Advertising Bureau (IAB) compliant counting methodology.

Google recommend that users do not attempt to reconcile DFP impressions or clicks with their own Google Analytics (GA) implementation.

“In general, these two products measure different metrics at different points in the user funnel and so there are many places where they simply do not count the same action. This can result in a significant discrepancy between DFP and analytics solutions, including Google Analytics (GA).”

<https://support.google.com/analytics/answer/6070304>

Google suggest using URL shorteners to measure click-throughs.

<https://support.google.com/analytics/answer/6070304>

If, despite the above, you wish to compare using GA, it's best to create a UTM code, and to append this to the landing page url that you supply to Haymarket. Instructions on building these can be found here:

<https://support.google.com/analytics/answer/1033867?hl=en>

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Rich Media Ad Assets

If you plan to use audio on any creative, this must be user initiated.

For detailed specification on all additional Rich Media advert formats please contact Ad Ops

Where video is being used, there should be an initial load of 100kb followed by a polite load of 100kb if creative starts automatically. There is no cap if the creative is user initiated.

HTML5 Creatives

If your HTML creative is to be provided as an HTML5 zip bundle or a standalone HTML file the zip bundle should have a flat file structure without folders within it, and should include any local assets (images, css or javascript files) referenced by the index.html file

SETTING DIMENSIONS FOR THE CREATIVE

Unlike images or videos, HTML documents do not have dimensions of their own. HTML5 creatives must have their dimensions clearly defined (e.g. 300x250 or 728x90) and assigned to an element of the creative (e.g. div, canvas, etc.)

SETTING A SIZE FILE SIZE FOR THE CREATIVE

Zipped assets should not exceed 150KB

USING CLICKTAGS TO SPECIFY THE LANDING PAGE

There are some best practices for setting up your click tags:

- Click tags define click-through URLs for each exit on your HTML5 creative. An exit is any area that can be clicked that directs the browser to a landing page.
- When an exit is clicked, the creative either calls DFP for the click-through URL associated with that exit or, in the case of HTML5 creatives, notifies DFP that a click has been made.

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EXAMPLE CODE USING A CLICKTAG TO SPECIFY THE LANDING PAGE

```
<html><head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
var clickTag = "http://www.yourbrands-landingpage-url.com";
</script></head>
<body>
<div id="creative" style="width: 300px; height: 250px; border: solid 1px
#000000; text-align: center;">
<a href="javascript:window.open(window.clickTag)"></a></div>
</body></html>
```

EXAMPLE CODE USING MULTIPLE CLICKTAGS TO SPECIFY MORE THAN ONE LANDING PAGE

```
<html><head>
<meta name="ad.size" content="width=300,height=600">
<script type="text/javascript">
var clickTag = "http://www.your-brands-landingpage-url.com";
var clickTag2 = "http://www.your-brands-second-url.com";
</script></head>
<body>
<div id="pic" style="width: 300px; height: 600px;">
<div id="orange" style="background-color: FF5733; height: 300px;"><a
href="javascript:window.open(window.clickTag)"></a></div>
<div id="blue" style="background-color: 339FFF; height: 300px;"><a
href="javascript:window.open(window.clickTag2)"></a></div>
</div>
</body></html>
```

NAMING CONVENTIONS

When using multiple click throughs, please use the naming convention of clickTag, clickTag2, clickTag3, and so on.

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Additional information

DELIVERY DEADLINE

Rich Media tags should be provided 5 working days prior to the go-live date to allow sufficient time for testing.

All other standard creatives should be given at least 2 working days in advance.

Any creative work undertaken in-house has an additional 5 working day turn around for creation; this includes a maximum of 3 amendments.

THIRD PARTY AD SERVERS

All Third Party ad tags will need to be SSL compliant and serve through secure (HTTPS) tags, this includes all tracking you wish to embed in/supply alongside the creative – for further information on this please contact the Third Party ad server.