



# GP ONLINE

## AD SPECIFICATIONS AND STYLE GUIDE 2017

For any information not covered in this document please contact [creative.hcr@haymarket.com](mailto:creative.hcr@haymarket.com)

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

GPOnline will run seven ad units across the website; they will run in various sections of the site as outlined below. When providing Flash creatives, a backup image must also be provided for platforms not compatible with Flash, for example mobile.

All creatives can be run through Third Party servers such as flash talking, ADTECH or Sizmek if a file size larger than the stated amount is needed. A charge may be incurred by the client for this service.

### Masthead position

- Leaderboard
- Billboard
- Pushdown

### First MPU position

- MPU
- Double MPU
- Filmstrip

### Second MPU position

- MPU

### Footer position

- Leaderboard
- Billboard

### Mobile positions

- Mobile Banner
- MPU

### Bulletins

- MPU
- Leaderboard

### Out Of Page

- Overlay

**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 platforms a Leaderboard and Mobile Banner will also be required.*

The table below contains the standard creative types that run on the site:

Standard ad formats			
	Dimensions (W x H)	File format	Max file size for physical assets
<b>BILLBOARD</b> Displays in the same Masthead position.	970 x 250 Pixels	<b>Physical assets:</b> Animated/Static image  <b>HTML5 creatives:</b> See pages 6-7  <b>Third Party JavaScript tags<sup>1</sup></b> that will deliver: Animated/Static image or HTML5 creatives.  <b>Swf not advised.</b> Due to recent updates on Chrome and Firefox, creatives will either start paused or ask permission to play. Ad servers will shortly not allow from June 2017  <b>For more information please see page 5</b>  If you still wish to supply Flash creatives, please see page 4 for specifications.	90kb
<b>LEADERBOARD</b> Displays at the top and at the footer of the page.	728 x 90 Pixels		60kb
<b>MPU</b> Displays in the right hand column	300 x 250 Pixels		60kb
<b>DOUBLE MPU</b> The double MPU will appear in the first MPU position.	300 x 600 Pixels		60kb

1. Supplied by a recognised Rich Media vender such as Flashtalking, Sizmek or DFA



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### Mobile Creatives

#### MOBILE BANNER

The mobile banner will adhere to the top of the site while scrolling. If a PI link is required, our template will insert a 50 x 50 pixel PI link to the right hand side, for this reason the critical copy will need to reside within the first 270 x 50 pixels (from the left).

<b>Dimensions:</b>	320 x 50 Pixels
<b>Max File Size:</b>	60kb
<b>File format:</b>	Physical Asset: Animated/Static Image. Third Party Javascript tag <sup>1</sup> : Animated/Static image or HTML5 creatives.

#### MOBILE MPU

<b>Dimensions:</b>	300 x 250 Pixels
<b>Max File Size:</b>	60kb
<b>File format:</b>	Physical Asset: Animated/Static Image. Third Party Javascript tag <sup>1</sup> : Animated/Static image or HTML5 creatives.

### Bulletin Creatives

Images with animation are accepted but not advised, this is due to an issue with Outlook 2007/10 causing the first frame to be the only part of the creative to display. If animation is used, all critical information should be on the first slide.

#### BULLETIN LEADERBOARD

The Leaderboard will sit above all content within the bulletin.

<b>Dimensions:</b>	728 x 90 Pixels
<b>Max File Size:</b>	60 kb
<b>File format:</b>	Physical Asset: Animated/Static Image.

#### BULLETIN MPU

The MPU will be centralised within the copy of the email, this sits around half way down the page.

<b>Dimensions:</b>	300 x 250 Pixels
<b>Max File Size:</b>	60 kb
<b>File format:</b>	Physical Asset: Animated/Static Image.

For more Ad types please see the next page

<sup>1</sup>. Supplied by a recognised Rich Media vender such as Flashtalking, Sizmek or DFA



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### Rich Media Ad Units

#### OVERLAY

The overlay which appears above the content of the webpage should appear for 10 seconds before automatically closing. You can supply a Third Party JavaScript tag. Alternatively, you can supply a physical asset and we will deploy it using one of our predefined templates. Please see our separate *Overlay spec*.

If you are supplying a Third Party JavaScript tag<sup>1</sup>, the creative should also have a close button on it. It is also advised that an opaque background be added behind the creative so as to make the content stand out, however this is not mandatory.

**Dimensions:** 640x480 Pixels

**File format:** Third Party Javascript tag<sup>1</sup> or physical asset in line with our *Overlay spec*

#### PUSHDOWN

The pushdown should appear in a “teaser” format at the initial load stage before expanding to display the entire ad. The web content is pushed down to make room for the expanded content. It is recommended that the teaser is shown until the user interacts with an expansion button / area of the ad unit.

**Dimensions:** 970 x 90 Pixels (Teaser size) 970 x 415 Pixels (Expanded size)

**File format:** Third Party Javascript tag<sup>1</sup>

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

<sup>1</sup>. Supplied by a recognised Rich Media vender such as Flashtalking, Sizmek or DFA



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### HTML5 Creatives

Please note that the maximum file size for any HTML5 creative is 150kb.

#### ZIP BUNDLES

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 A SIZE 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.).

#### 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.

#### 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.google.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.google.com";
var clickTag2 = "http://www.yahoo.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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### STUDIO

If your HTML creative is to be supplied for use with Studio you may wish to use Google Web Designer which is designed to work directly with this platform. This is a free to use software, and can be downloaded from [here](#).

For information on how to create some basic ad formats, you can refer to a Doubleclick Creative Solutions article [here](#).

Creatives used within Studio can be built without use of Google Web Designer, the main aspects to include are a backup image, either animated or static, and an enabler – this will be used to allow Studio to access all available functions.

The code to include for the enabler is:

```
<script src="https://s0.2mdn.net/ads/studio/Enabler.js"></script>
```

This should be added within the head of the index page.

For more information on how to build a creative for use with Studio, without using Google Web Designer, please refer to the Doubleclick Creative Solution article, [here](#).

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### Additional Information

#### TESTING

All creatives must function uniformly on both MAC and Windows platforms as well as multiple browser versions of Chrome, Safari, Firefox and Internet Explorer.

#### DELIVERY DEADLINE

All creatives should be provided 7 days prior to live date to allow sufficient time for testing.

#### THIRD PARTY AD SERVERS

More detailed specifications should be obtained from the Third Party ad server; however it is good practice when producing rich media to have an initial load of 100kb followed by a polite load for the remaining data.

Where video is being used, there should be a 100kb cap on the polite load if the creative starts automatically.

There is no cap if the creative is user initiated.

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.

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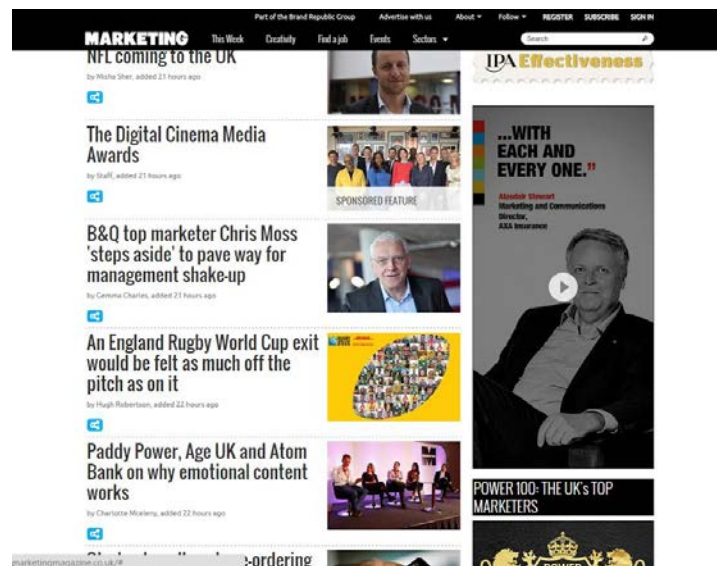
### What's happening to Flash?

Chrome has introduced a new setting designed to increase page-load speed and reduce power consumption by pausing Flash content that is not a primary part of the page.

This will be turned on by default in Chrome browsers so that users can benefit from improved performance and view more content before charging their batteries.

Some browsers, such as Safari, already have this feature enabled, and others, such as Firefox, are blocking Flash when vulnerabilities are found, and are considering putting in place a permanent block.

In Chrome, Flash creatives will be, by default, paused on the first frame and a play button will appear on top. Please see the right-hand side of the screengrab below. This change is affecting everyone globally and is not unique to Haymarket Business Media's users.



### Options

1. HTML5 based creatives will become the only way to auto play animation/rich media based ads. These also offer the benefit of working across devices and platforms.
2. Alternatively standard JPEG/GIF images can be served

### How should HTML5 creatives be supplied to Haymarket Business Media?

HTML5 creatives will need to be supplied as third party rich media vendor ad tags from suppliers such as Sizmek. Haymarket Business Media cannot traffic any HTML files directly in DFP and we are unable to convert Flash creatives into HTML5.

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