



# GP ONLINE

## AD SPECIFICATIONS AND STYLE GUIDE 2018

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

### Contents

Standard ad formats.....	1
Expandable Ad Formats .....	2
Mobile Creatives .....	2
Bulletin Creatives .....	3
Rich Media Ad Units .....	4
HTML5 Creatives .....	5
Please note that the maximum file size for any HTML5 creative is 150kb .....	5
ZIP BUNDLES.....	5
Additional Information.....	6



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

Please always download the most recent ad specs from: <http://www.haymarket.com/work-with-us/advertise-with-us>

GP Online will run ad units across the website; they will run in various sections of the site as outlined below

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

### Masthead position

- Leaderboard
- Billboard
- Pushdown

### Second MPU position

- MPU

### Bulletins

- MPU
- Leaderboard

### First MPU position

- MPU
- Double MPU

### Mobile positions

- Mobile Banner
- MPU

### Other formats

- Wallpaper

**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 work 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 page 5  <b>Third Party JavaScript tags<sup>1</sup></b> that will deliver: Animated/Static image or HTML5 creatives.  <b>SWF not accepted</b>  <small>1. All third party tags should be SSLcompliant and use the prefix HTTPS 2. Supplied by a recognised vendor such as flashtalking, Sizmek or DFA</small>	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		90kb

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



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Expandable Ad Formats		
	Dimensions (W x H)	File format
<b>LEADERBOARD</b> Displays at the top of the page <i>Desktop Only</i>	Closed: 728 x 90 Expanded: 728 x 300 Pixels	<b>Secure<sup>1</sup> Third Party JavaScript tags<sup>2</sup> that will deliver:</b> HTML5 creatives  <i>HTML5 creatives to be built to the specifications on pages 5&amp;6.</i>  <b>SWF not accepted</b>  1. All third party tags should be SSLcompliant and use the prefix HTTPS 2. Supplied by a recognised vendor such as flashtalking, Sizmek or DFA
<b>MPU</b> Typically in the right hand column of the page, expanding to the left <i>Desktop Only</i>	Closed: 300 x 250 Expanded: 550 x 500 Pixels	
<b>DOUBLE MPU</b> Displays in the same positions as MPU, expanding to the left <i>Desktop only</i>	Closed: 300 x 600 Expanded: 550 x 600 Pixels	

### 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

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### 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.

**Dimensions:** 728 x 90 Pixels

**Max File Size:** 60 kb

**File format:** 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.

**Dimensions:** 300 x 250 Pixels

**Max File Size:** 60 kb

**File format:** Physical Asset: Animated/Static Image

*For more Ad types please see the next page*

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### Rich Media Ad Units

#### PUSHDOWN

Expansion must be user-initiated by mouse-over or mouse-click. For mouse-over expansion the creative must retract upon mouse-off. For mouse-click expansion a prominent close 'X' button must also appear on every frame of the expansion. We suggest using the phrases "Roll-over to expand" or "Click to expand". Expansion panel must expand over all objects on the site – Navigation bar, etc. More detailed specifications should be obtained from the Third Party ad server. For more details on Third Party servers, please see page 6

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.

<b>Dimensions:</b>	970 x 90 Pixels (Teaser size) 970 x 415 Pixels (Expanded size)
<b>File format:</b>	Third Party Javascript tag <sup>1</sup>

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

*1. 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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### Additional Information / Rich Media

#### TESTING

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

#### DELIVERY DEADLINE

All creatives should be provided 5 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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