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## AD SPECIFICATIONS AND STYLE GUIDE 2018

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

**IMPORTANT INFORMATION** – Please ensure that all Third Party Tags are SSL compatible (*see page 4*)

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, Sizmek, ADTECH or DFA if a file size larger than the stated amount is needed.

Please always download the most recent ad specs from:

<http://www.haymarket.com/work-with-us/advertise-with-us>

### 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.*

### Standard ad formats

|  | Dimensions<br>(W x H) | File format  | Max file size for<br>physical assets |
|--|-----------------------|--|--------------------------------------|
| <b>BILLBOARD<sup>1</sup></b><br>Typically displays at the top of the page.<br><i>Desktop only.</i>         | 970 x 250<br>Pixels   | <b>Physical assets:</b><br>Animated/Static image   | 90kb                                 |
| <b>LEADERBOARD</b><br>Displays at the top of the page.<br><i>Desktop &amp; tablet only.</i>                | 728 x 90<br>Pixels    | <b>Secure * Third Party JavaScript tags ** that will deliver:</b><br>Animated/Static image or HTML5 creatives. | 60kb                                 |
| <b>MOBILE BANNER</b><br>Displays at the top of the page.<br><i>Mobile Only.</i>                            | 320 x 50<br>Pixels    | HTML5 creatives to be built to the specifications on page 3.   | 60kb                                 |
| <b>MPU</b><br>Typically in the right hand column of the page.<br><i>Desktop, tablet &amp; mobile.</i>      | 300 x 250<br>Pixels   | <b>SWF not accepted.</b>   | 60kb                                 |
| <b>DOUBLE MPU<sup>1</sup></b><br>Displays in the same positions as MPU.<br><i>Desktop only.</i>            | 300 x 600<br>Pixels   | <i>* All Third Party Tags should be SSL compliant and use the prefix of HTTPS</i>                              | 90kb                                 |
| <b>MINI MPU<sup>2</sup></b><br>Typically in the right hand column.<br><i>Desktop, tablet &amp; mobile.</i> | 300 x 90<br>Pixels    | <i>** Supplied by a recognised Rich Media vender such as Flashtalking, Sizmek or DFA</i>                       | 60kb                                 |

More options continued on next page

- 1. Billboards – Excluding Ends, Planning and PlaceMaking**
- 2. Double MPUs and Mini-MPUs - Excluding Ends**

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### Bulletins

Bulletins can run static/animated images. Flash or 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.

### Rich Media Ad Units

For the Ad types below please get a detailed spec from Ad Operations as some sites may not be capable of running all adverts.

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*

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### HTML5 Creatives

#### 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 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.

#### 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.

*HBM Specifications – January 18*

*This document is subject to change*

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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, Internet Explorer, Firefox and Safari.

#### 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

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.