



MIMS Learning

AD SPECIFICATIONS AND STYLE GUIDE 2018

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

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

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1. All Third Party Tags should be SSL compliant and use the prefix of HTTPS
2. Supplied by a recognised Rich Media vender such as Flashtalking, Sizmek or DFA

MIMS Learning Specifications – January 18

This document is subject to change



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

MIMS Learning will run ad units across the website; they will run in various sections of the site.

All creatives can be run through Third Party servers such as [flashtalking](#), [ADTECH](#) or [Sizmek](#); if a file size is larger than the stated amount below is needed. A charge may be incurred by the client for this service

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

Standard ad formats			
	Dimensions	File format	Max file size
LEADERBOARD Displays at the top of the page.	728 x 90 Pixels	Physical assets: Animated/Static image HTML5 creatives: See page 3	60kb
MPU Displays on the right hand side of the page.	300 x 250 Pixels	Third Party JavaScript tags¹ that will deliver: Animated/Static image or HTML5 creatives. SWF not accepted <i>1. All third party tags should be SSLcompliant and use the prefix HTTPS</i> <i>2. Supplied by a recognised vendor such as flashtalking, Sizmek or DFA</i>	60kb

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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 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 need to include the following code for the enabler:

```
<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, please refer to the DoubleClick Creative Solution article, [here](#).

Additional Information

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.

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 or as zip bundles (page 3). 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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