

Haymarket Business Media

AD SPECIFICATIONS AND STYLE GUIDE 2016

For any information not covered in this document please contact adcreative.hbm@haymarket.com

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.

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.

Standard ad formats

	Dimensions (W x H)	File format	Max file size for physical assets
BILLBOARD Typically displays at the top of the page. <i>Desktop only.</i>	970 x 250 Pixels	Physical assets: Animated/Static image Third Party JavaScript tags ¹ that will deliver:	60kb
LEADERBOARD Displays at the top of the page. <i>Desktop & tablet only.</i>	728 x 90 Pixels	Animated/Static image, or HTML5 creatives We do not accept HTML5 creatives built in Adobe Edge Animate or Adobe Animate	44kb
MOBILE BANNER Displays at the top of the page. <i>Mobile Only.</i>	320 x 50 Pixels	SWF not advised Due to recent updates on Chrome and Firefox, creatives will either start paused or ask permission to play.	44kb
MPU Typically in the right hand column of the page. <i>Desktop, tablet & mobile.</i>	300 x 250 Pixels	For more information please see page 4	44kb
DOUBLE MPU Displays in the same positions as MPU. <i>Desktop only.</i>	300 x 600 Pixels	If you still wish to supply Flash creatives, please see page 3 for specifications.	44kb

More options continued on next page

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

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Bulletins

Bulletins can run static/animated images.

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.

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 tag¹, 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

File format: Third Party JavaScript tag¹ or physical asset in line with our *Overlay spec*

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

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Additional information

FLASH CREATIVE SPECIFICATIONS

All Flash creatives should be supplied in versions 8-10.0, utilising ActionScript two or three and alongside a backup image. Flash creatives should have clickTAGs in place for clickable areas and should not link through to the landing page themselves; this will be applied through the Adserver.

For creatives with more than one clickable area the clickTAGs must abide by the naming convention of clickTAG, clickTAG2 and clickTAG3 with a maximum of three.

ActionScript 2 clickTAG:

```
on (release) {
    if (_root.clickTAG.substr(0,5) == "http:" || _root.clickTAG.substr(0,6) == "https:") {
        getURL(_root.clickTAG, "_blank");
    }
}
```

ActionScript 3 clickTAG (*clickTAGButton* represents the name of your button area):

```
clickTAGButton.addEventListener(MouseEvent.CLICK, function(event: MouseEvent):
void { var sURL: String;
if ((sURL = root.loaderInfo.parameters.clickTAG)) {
navigateToURL(new
URLRequest(sURL), "_blank"); }
}
```

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.

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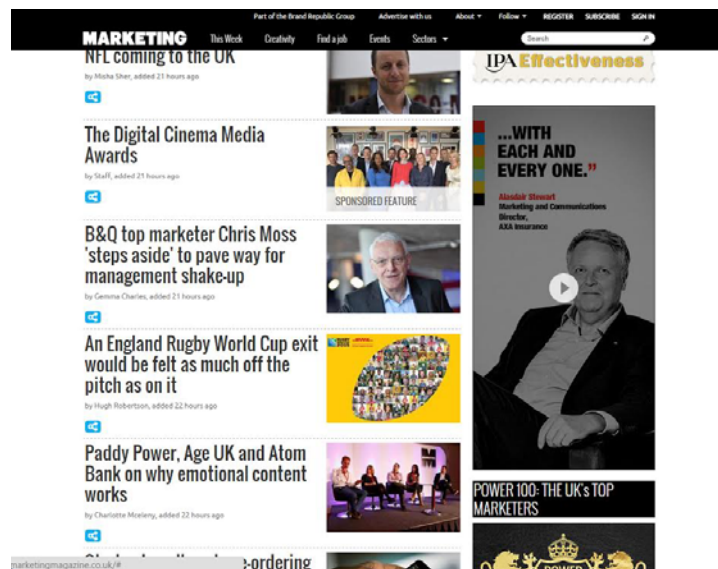
What's happening to Flash?

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.