Haymarket Business Media
AD SPECIFICATIONS June 2024
Brands: AWE, HSI and HSME

For any information not covered in this document please contact hbm@theoreminc.net or your Haymarket account manager

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Standard online display ads - spec			
	Dimensions (W x H)	**Notes (length, format, geo-targeting)**	**Max file size for physical assets**
BILLBOARD Typically displays at the top of the page. *Desktop only.*	970 x 250 Pixels	**Length:** Ads should not exceed 55 seconds. We recommend that they be shorter.	150kb
LEADERBOARD Displays at the top of the page. *Desktop & tablet only.*	728 x 90 Pixels	**Format:**	90kb
MOBILE BANNER Displays at the top of the page. *Mobile Only.*	320 x 50 Pixels	Animated/Static images (jpg, gif or png). These can be served with 1x1 click and impression trackers	90kb
MPU Typically in the right hand column of the page. *Desktop, tablet & mobile.*	300 x 250 Pixels	or	90kb
DOUBLE MPU Displays in the same positions as MPU. *Desktop only.*	300 x 600 Pixels	Secure[1] Third Party JavaScript tags[2] that will deliver: Animated/Static image or HTML5 creatives Third party tags should be exported in Google Ad Manager (doubleclick) format or HTML5[3] creatives to be built to the specifications on pages 5 and 6. 1. All third party tags should be SSL-compliant and use	150kb

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		the prefix HTTPS 2. Supplied by a recognised vendor	

<div style="background:navy;color:white;padding:4px;">

Bulletin ads - spec

</div>

The only assets that can run on bulletins are images with clicktracking urls. Impression trackers can also be deployed.

Format	Dimensions (W x H pixels)	File format	Max file size for physical assets
Leaderboard	728x90	**Physical assets**: Static image (jpg, gif or PNG). Animated/Static image in gif/jpg format. These can be served with 1x1 click and impression trackers	90kb
MPU	300x250	AS above for leaderboard	As above for leaderboard

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When an advertiser (or media agency) wishes to use their own figures to verify the publisher's, they should book the creative into a third party ad-server, and obtain a JavaScript tag (or, alternatively, an impression tracker + click tracker). The third party ad-server should use an Interactive Advertising Bureau (IAB) compliant counting methodology.

Google recommends that users do not attempt to reconcile DFP impressions or clicks with their own Google Analytics (GA) implementation.
"In general, these two products measure different metrics at different points in the user funnel and so there are many places where they simply do not count the same action. This can result in a significant discrepancy between DFP and analytics solutions, including Google Analytics (GA)."
https://support.google.com/analytics/answer/6070304

Google suggests using URL shorteners to measure click-throughs.
https://support.google.com/analytics/answer/6070304

If, despite the above, you wish to compare using GA, it's best to create a UTM code, and to append this to the landing page url that you supply to Haymarket. Instructions on building these can be found here:
https://support.google.com/analytics/answer/1033867?hl=en

Sample UTM code
Advertiser.domain.com?utm_source=GP
Online&utm_medium=Emailbanner&utm_campaign=CATS_Emailbanner&utm_term=UK&utm_content=728x90
The above has a space but it's difficult to spot unless you paste into Notepad

Google Ad Manager will accept UTM codes, even if they include a space. Clients and agencies are responsible for ensuring that any clicktracking urls that include a UTM code are correctly formatted (i.e. no spaces)

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Video Billboard

Turnaround time
Please provide these five working days before the Go Live date to allow time for deployment, feedback and re-supply of assets should this be necessary.

ASSET SPECIFICATION
Asset image
Image Dimension: 970x250px (Recommended)

Asset video
Video Dimension: 16:9 Aspect Ratio

FILE SPECIFICATION
Images
Media Types: Image URL, GIF, JPG, BMP, PNG
File Size: Allstream hosted file size recommended under 100KB. The combined size of all Allstreeam hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

Videos
Media Types: Video URL, YouTube ID, VAST, MP4
File Size: Allstream hosted file size recommended under 2MB. The combined size of all Allstream hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance

Audio: user-initiated only

Video length: Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)

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HTML5 Creatives

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
Total size of extracted files cannot exceed 750KB

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.yourbrands-landingpage-url.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)"><img
src="http://placehold.it/200x100?text=Click+Here" style=" border: solid 1px
#000000; margin: 5px;"></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">
```

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```
var clickTag = "http://www.your-brands-landingpage-url.com";
var clickTag2 = "http://www.your-brands-second-url.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)"><img src="Orange.png"
border=0></a></div>
<div id="blue" style="background-color: 339FFF; height: 300px;"><a
href="javascript:window.open(window.clickTag2)"><img src="Blue.png"
border=0></a></div>
</div>
</body></html>
```

NAMING CONVENTIONS

When using multiple click throughs, please use the naming convention of clickTag, clickTag2, clickTag3, and so on.

HTML5 Creatives built in GWD

These don't require the clickTAG. Instead, you can use the Exit ID (similar to clickTag). This exit is any clickable area that directs the browser to a landing page. Here's a Help Center article for reference.

https://support.google.com/richmedia/answer/2672517#zippy=%2Cadd-an-exit-using-google-web-designer

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Rich Media, HTML5 and Video Billboard assets 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.

SSL and HTTPS

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.