



PRIVATE MEDIA

CREATIVE SPECIFICATIONS

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CREATIVE DEADLINES

Standard Creative (including third party vendor tags) must be submitted three (3) working days prior to the go live date.

Rich Media (including third party vendor tags) must be submitted five (5) working days prior to the go live date.

BANNER SPECIFICATIONS

DIMENSIONS	Leaderboard 728px (w) x 90px (h)
	Medium Rectangle 300px (w) x 250px (h)
	Half Page 300px (w) x 600px (h)
	Billboard 970px (w) x 250px (h)
ACCEPTED FORMATS	GIF, JPG, HTML, HTML5
	All files should be no larger than 80KB

Please provide a click-through URL.

HTML5 ADVERTISING SPECIFICATIONS

As the digital media industry as a whole transitions into a more heavily HTML5 Advertising environment, Private Media will continue to work with our partners to ensure we are delivering best in class experiences for advertisers, media buyers and our users.

HOSTING OPTIONS

- Approved vendors - Sizmek or DoubleClick

AD COMPONENTS

CREATIVE UNIT NAME	ASSET	MAX FILE SIZE (KB)	FILE TYPE	MAX FILE SIZE (KB) OF SHARED LIBRARY FILES
HTML5 Rich Desktop/Tablet	Backup Image	40KB	JPG, PNG, GIF	100KB
	Initial Load	100KB	HTML5, JPG, PNG, GIF	
	Polite Load/Panel	2.2MB	HTML5, JPG, PNG, GIF	
	User Initiated Load/Expansion	10MB	HTML5, JPG, PNG, GIF	
	Video (optional)	10MB	MP4, OGG, WebM	
HTML5 Rich Mobile	Backup Image	40KB	JPG, PNG, GIF	100KB
	Initial Load	80KB	HTML5, JPG, PNG, GIF	
	Polite Load/Panel	100KB	HTML5, JPG, PNG, GIF	
	User Initiated Load/Expansion	2MB	HTML5, JPG, PNG, GIF	
	Video (optional)	2MB	MP4, OGG, WebM	
HTML5 Standard	Banner	80KB	HTML5, JPG, PNG, GIF	100KB

Ad components include all items displayed to the user. i.e. images, sprites, etc. This does not include standard libraries hosted by the Third Party Ad Server. (Please contact your relevant support team for a full list of supported libraries).

HTML5 ADVERTISING SPECIFICATIONS

CONTINUED

AD FUNCTIONALITY

- Auto initiated expansions must close automatically after 8 seconds.
- Auto initiated expansions must be frequency capped at ONE per user per day.
- 20% average CPU usage accepted, sustained spikes over 70% will be rejected.

CREATIVE LEAD TIME

To ensure smooth campaign launch, lead times must be adhered to for HTML5 creative:

- 10 day leadtime for all rich media.
- 5 day leadtime for non rich media (standard banners).

THIRD PARTY

- All assets must be hosted by 3rd party approved vendor:
- Tags must be SSL and SafeFrame compliant.
- HTML5 is not supported on Internet Explorer 8 or older versions. In these instances, a fallback image must be displayed to users.
- Libraries and assets such as jQuery, Greensock, Font files, CSS etc. cannot be hosted on shared domains and must be uploaded and served by the approved third party vendor.

EXAMPLE: If you are using jQuery in the ad and the file is loading from the "<http://ajax.googleapis.com/ajax/libs/jquery/2.1.3/jquery.min.js>" this will not be accepted. The jQuery file needs to be hosted by the 3rd party platform used.

HTML5 ADVERTISING SPECIFICATIONS

CONTINUED

RECOMMENDATION

To avoid/remove unnecessary jQuery calls; consider using Web API and Vanilla Javascript.

Instead of providing a massive font file containing hundreds of icons/glyphs that you may or may not use, please consider loading only the characters required.

Minifying files makes a huge difference and can help improve performance. Please consider minifying HTML, CSS and JS using a suitable minifier of your choice.

Avoid animation effects that are CPU intensive, avoid or reduce the usage of:

- loops and timers
- setInterval
- setTimeout
- requestAnimationFrame
- Minimize DOM access
- Avoid eval() to avoid security risks
- Avoid global variables

NEWSLETTER SPECIFICATIONS

Note:

Please refer to your IO for creative size.

Newsletters are not capable of flash or rich media.

Advertisements can not be 3rd Party Ad Served.

Please provide Private Media with image file and click-through url.

Animated GIF's are not supported in Outlook 2007, Outlook 2010, OS 10.5.7 & Mail 3.6. Only the first frame will display in these email providers.

DIMENSIONS	The Mandarin/Crikey 300px (w) x 250px (h)
	SmartCompany 600px (w) x 150px (h)
FILE SPECIFICATIONS	Static GIF or JPG only (no animation)
SIZE REQUIREMENTS	All files should be no larger than 60KB

SKIN SPECIFICATIONS

SKIN TEMPLATE

Template width: 2000px Template height: 1100px

File size: 120kb jpg or Static GIF

To download PSDs and examples, click [here](#).

*Clients may be required to supply any fonts, raw assets such as images, FLA's and PSD's.

SKINS DESIGN RULES

- Design will only show on screens larger than 1360px wide.
- The 1030px site content container must be left white and in the center of the design.
- 130px from the top of the design is a text exclusion zone. No branding/logo/advertising message within this area.
- Key campaign messaging, logos and call to actions must be within the 165x720px area, this area is defined to maximise the exposure on the majority of screen resolutions.
- Design artwork must bleed out from left and right and below of artwork to #FFFFFF as per the psd example template.

PRODUCT RULES

Private Media reserves the right to modify creative.

Creative must be received 10 working days prior to campaign start.



MOBILE ADVERTISING SPECIFICATIONS

INREAD VIDEO SOLUTION

MOBILE WEBSITES: GIF or JPEG (can be animated).
Can be 3rd party served.

DIMENSIONS HEADER: 300 (w) x 50px (h)

DIMENSIONS

MIDDLE BANNER: 300px (w) x 250px (h)

MAX FILE SIZE EACH: 30KB

A video file is all we need

RESOLUTION: MAX 1920*1080
MIN 640*360

MAX FILE SIZE: 500MB

VIDEO FORMATS: mov, mpeg4,avi, wma etc

LENGTH: 30 seconds maximum

ASPECT RATIO: 16:9 (4:3 not supported)

CODEC: Standard video codec formats accepted.
(not supported; ProRes 4444, HDV 720p60,
Go2 Meeting 3&4, ER AAC, LD, REDCODE)

SOUND: On

Click URL to be supplied.

Vast Direct tag can be supplied if 3rd party served.

Creative to be sent 7 days before campaign start.

EMAIL EDM SPECIFICATIONS

Note: eDMs are preceded by 'Special Offer'.
For example: 'SmartCompany Special Offer.'

eDM should contain some HTML text it
cannot be images only.

Red text should not be used in ad copy.

Background colour should be white only.

We cannot accept 3rd Party Tags for
newsletter placements.

FORMAT: HTML only

WIDTH: 600px maximum

HEIGHT: 3000px maximum

IMAGES: No more than 15KB each

SUBJECT LINE: 50 characters. Must not include word
'free' or offensive words.

IMAGES: Should not be more than 100KB total.

DEADLINE: Standard Creative to be supplied three (3) working
days before the campaign start date.
Click-through urls must be provided.

NOT ACCEPTED: Flash, Javascript, animated gifs, CSS
& Web page templates. No body or HTML tags, just table
or div elements. All styles need to be inline. No style in
the head section.

EBOOK SPONSORSHIP

FRONT PAGE LOGO: Logo to be supplied in vector format
or high-res .jpg or .png

FULL PAGE AD (X1): PDF format
180mm x 255 mm (300 dpi)
URL: Provide hyperlink for ad

1/3 PAGE STRIP AD (X2) PDF format
180mm x 57 mm (300 dpi)
URL: Provide hyperlink for ad

EXPANDING CREATIVE/VIDEO/SOUND

Note: Must not exceed 1MB in file size

Expanded Video/Sound asset must not exceed 2.2MB. Sound is strictly user initiated via click (off by default).

Sound disable button to be present in expanded creative. Sound must stop on mouse off/close.

Expanding Creative must be served by a third party ad server at advertisers expense. Mouse over for initial expansion (or click), then click initiation for additional expansions within the same page view.

Expanded creative must close when mouse rolled off expanded area.

Close button to be present in expanded creative with text "CLOSE [X]".

HTML5 VERSION	No limit
DURATION	No limit
FRAME RATE	21 fps

Expanding creative must be tested in both Internet Explorer, Firefox and Google Chrome browsers as a minimum.

MAXIMUM EXPANDED SIZE FOR CREATIVE SIZE

728px (w) x 90px (h)	728px (w) x 180px (h)
300px (w) x 250px (h)	600px (w) x 350px (h)
300px (w) x 600px (h)	560px (w) x 600px (h)

BACKUP ADS

Always create a backup ad in gif or jpg format, that should be served when flash plugin is not available in the browser.

CONTACT

For Further Information or Clarification:

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