



PRIVATE MEDIA
CREATIVE SPECIFICATIONS

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CONTACT

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CREATIVE DEADLINES

STANDARD CREATIVE

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

RICH MEDIA

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

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BANNER SPECIFICATIONS

TYPE	DIMENSIONS (w x h)
Leaderboard	728px x 90px
Medium rectangle (mrec)	300px x 250px
Half page	300px x 600px
Billboard	970px x 250px
Homepage skyscrapers	160px x 600px

ACCEPTED FORMATS

GIF, JPG, HTML5, 3rd party tags

MAXIMUM FILE SIZE

80KB

URL

Please provide a click-through URL.

HTML5 ADVERTISING

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

AD FUNCTIONALITY ADVERTISING

- Auto initiated expansions must close automatically after 8 seconds. SPECIFICATIONS
- 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 (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.

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NEWSLETTERS

PUBLICATION	DIMENSIONS (w x h)	FILE TYPES	MAX FILE SIZE (KB)
The Mandarin	300px x 250px	<ul style="list-style-type: none"> • Static GIF or JPG only (no animation) • No 3rd party tags 	60KB
Crikey	300px x 250px	<ul style="list-style-type: none"> • Static GIF or JPG only (no animation) • No 3rd party tags 	60KB
Smart Company	600px x 150px 300px x 250px	<ul style="list-style-type: none"> • Static GIF or JPG only (no animation) • No 3rd party tags 	60KB

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.

EMAIL EDM

FORMAT	HTML only
MAX WIDTH	600px
MAX HEIGHT	300px
MAX IMAGE SIZE (KB)	15KB
TOTAL MAX IMAGES SIZE (KB)	Should not be more than 100KB total.
SUBJECT LINE	50 characters. Must not include word 'free' or offensive words.
TEXT COLOUR	Red text should not be used in ad copy.
BACKGROUND COLOUR	Background colour should be white only.
DEADLINES	Creative must be submitted 3 working days before campaign start date.
LINKS	Click-through urls must be provided.
NOT ACCEPTED	<ul style="list-style-type: none"> • 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 styles in the head section. • We cannot accept 3rd party tags for newsletter placements. • eDM should contain some HTML text it cannot be images only.
OTHER	eDMs are preceded by 'Special Offer. For example: 'SmartCompany Special Offer:'

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INREAD

Video file only required.

VIDEO FORMATS	mov, mpeg4, avi, wmaetc
RESOLUTION	Max 1920 x 1080 Min 640 x 360
MAX FILE SIZE (KB)	500KB
LENGTH	30 seconds maximum
ASPECT RATIO	16:9 Not supported: 4:3 Standard formats accepted. Not supported: ProRes 4444, HDV 720p60, Go2 Meeting 3&4, ER AAC, LD, REDCODE)
SOUND	On
LINKS	Click URL to be supplied. Vast Direct tag can be supplied if 3rd party served.
DEADLINES	Creative must be submitted 7 working days before campaign start.

eBOOKS

eBOOK SPONSORSHIP	FORMAT	RESOLUTION	DIMENSIONS mm (w x h)	LINK	WORD LIMIT	MAX FILE SIZE
Logo	eps, ai, jpeg, png	300dpi	-	-	-	-
Full page ad (x1)	PDF	300dpi	180mm x 255mm	Click URL to be supplied.	-	-
1/3 page strip ad (x2)	PDF	300dpi	180mm x 57mm	Click URL to be supplied.	-	-

CLIENT SUPPLIED eBOOK	FORMAT	RESOLUTION	DIMENSIONS mm (w x h)	LINK	WORD LIMIT	MAX FILE SIZE
eBook	PDF	-	-	-	-	10MB
Logo	eps, ai, jpeg, png	300dpi	-	-	-	-
Sponsor bio	-	-	-	-	20 words	-

**EXPANDING
CREATIVE/
VIDEO/SOUND**

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]".

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

HTML5 VERSION	No limit	
DURATION NO LIMIT	No limit	
FRAME RATE	21 fps	
MAXIMUM EXPANDED SIZE	Creative size (w x h)	Max expanded size (w x h)
	728px x 90px	728px x 180px
	300px x 250px	600px x 350px
	300px x 600px	560px x 600px

**NATIVE
ADVERTISING
TEXT MODULE**

Text Module: Promote our advertiser’s most important messaging in SmartCompany’s headlines to boost awareness, maximize engagement and drive traffic to our advertiser’s property.

The headlines and body copy is hosted within the SmartCompany environment, the advertiser’s messaging has the same look and feel as editorial content, and the copy is promoted to SmartCompany’s loyal SME audience and our advertiser’s active prospects.

POSITION	DIMENSIONS (w x h)	LOGO OR IMAGE (w x h)	HEADLINE	TEXT BODY COPY	CLICK THROUGH URL
Position 1 <i>Homepage</i>	300px x 65px	-	Up to 15 words	-	Click through link
Position 2 <i>The List Text module homepage and article page.</i>	300px x 100px	95 x 65 px	Up to 15 words	-	Click through link
Position 3 <i>Article page</i>	645px x 120px	160 x 70 px	Up to 8 words	Up to 30 words	Click through link

BACKUP

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

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