

RICH MEDIA ARTWORK SPECIFICATIONS

Flash "Clicktag"* Advertisements. Also referred to as Third Party Vendor tags.

Website ...

- » Supply a backup .gif with all flash ads.
- » Supply on site click tags in one .txt file.
- » Creatives must be supplied as 72 PPI.

EDM ...

- » 728 x 90 static image (JPG or PNG) to be supplied with associated click tag for the date/s the campaign is booked to run on the EDM.
- » Creatives must be supplied as 72 PPI.

Clicks are only tracked on the EDM. As such, please only supply a click tag for tracking, for example:

Clicks:

[https://bs.serving-sys.com/serving/adServer/bs?cn=trd&mc=click&pli=123456789&PluID=0&ord=\[timestamp\]](https://bs.serving-sys.com/serving/adServer/bs?cn=trd&mc=click&pli=123456789&PluID=0&ord=[timestamp])

Click tags for EDM must not have image embedded, it must be supplied as a separate image (JPG or PNG).

Flash will not be accepted for EDM advertising - we can only serve image files.

Supply EDM specific click tags in separate .txt files.

Test your ads prior to sending: <https://h5validator.appspot.com/dcm#/asset>

HTML5 ADVERTISEMENTS

Website ...

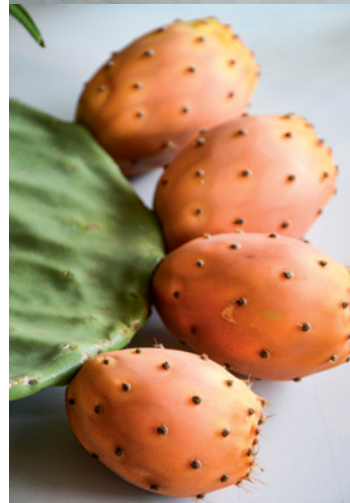
- » All HTML5 assets to be hosted externally.
- » Supply creative in individual ZIP files per creative size.
- » Recommended length is 15-30 seconds or less.
- » Clickthrough link must be properly implemented in the code.
- » Video file must be under 1MB.

EDM ...

- » 728w x 90h static image (JPG or PNG) to be supplied with appropriate link.
- » 300w x 250h static image (JPG or PNG) to be supplied with appropriate link.
- » Flash will not be accepted for EDM advertising - only image files can be served.

HTML5 creative guidelines, see: <https://www.iab.com/guidelines/iab-display-advertising-guidelines/>

Further information visit: <https://support.google.com/richmedia/answer/165130?hl=en>



SALIFE

The **best** of Adelaide and South Australia