

## Ad Specifications 2009. Page 1 of 2

### Basic Guidelines

- IPC only accepts JavaScript/standard format tags
- All flash files must have back-up gifs
- Flash files must be created in line with Adtech specifications
- All creative is subject to Publishers approval
- Late copy charges will apply for late creative (all creative must be sent to spec by midday of the business day before the campaign start date). Impressions will be prorated in accordance with IAB guidelines

### Ad Formats: jpg, gif or swf format

#### **MPU: 300x250**

Max file size = 40KB

Sound = User Initiated

Animation = 15 Seconds

**Expandable out to 350x350** (left & down) – must be click or mouse over activated. And deactivated by mouse off with prominent click to close 'x' button on the expandable element

#### **Double MPU: 300x600**

Max file size = 40KB

Sound = User Initiated

Animation = 15 seconds

#### **Banner: 468x60 / Leaderboard 728x90**

Max file size = 40KB

Sound = User Initiated

Animation = 15 Seconds

**Expandable out to 468x350 or 728x350** (down) – must be click or mouse over activated. And deactivated by mouse off with prominent click to close 'x' button on the expandable element

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### Ad Formats: jpg, gif or swf format

#### **Skyscraper: 120x600 / 160x600**

Max file size = 40KB

Sound = User Initiated

Animation = 15 Seconds

**Expandable out to 350x600** (left) – must be click or mouse over activated. And deactivated by mouse off with prominent click to close 'x' button on the expandable element

#### **Overlay**

Max file size = 40KB

Sound = User Initiated

Animation = 15 Seconds – **automatically disappears after the 15 seconds**

Floating element = 400x400

Prominent click to close 'x' button which is visible throughout the animation

### **Adtech Flash Guidelines -ClickTag implementation**

To track clicks on the flash elements, **all swf files** must be clickable. Depending on the Flash Version, use the specific Actionscript command.

If its version 5 or below it needs to be  
`getURL(clickTag,"_blank");`

or

if its version 6 or above it needs to be  
`getURL(_root.clickTAG,"_blank");`

**Please note without the getURL parameter in place we will not track clicks on the swf creative. We also require a backup gif or a static jpg with any swf ad-format**