

IPC Digital Ad Specifications – 2010

IPC Digital Basic Guidelines

- IPC only accepts JavaScript/standard format tags
- Some sites (eg NME) have iFrames and will need iFrame-compliant tags for expandables.
- 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 creatives (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 approx 600x500** (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. Note: some sites (eg NME) have iFrames and will need iFrame-compliant tags.

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. Note: some sites (eg NME) have iFrames and will need iFrame-compliant tags.

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. Note: some sites (eg NME) have iFrames and will need iFrame-compliant tags.

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

Pre-Roll

- Max file size = 2mb
- Max length = 15 secs
- Format = .FLV (broadcast quality)
- Sound permitted
- Click through URL
- Tracking pixel (Optional)
- Max frame rate = 30 fps

Re- Skins

- Max file size = 100kb

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. Must be ActionScript version 2 (version 3 not currently supported).

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");

If implementing a 'close' button on creatives please use either of the below codes:

```
getURL on(release)
{
    getURL(_root.closeTAG, "_self");
}
```

```
fscommand on(release)
{
    fscommand("close");
}
```

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.