

THE

LIST

GLASGOW AND EDINBURGH

EVENTS GUIDE

Online Technical Specifications

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Introduction

Please read this document carefully. It will avoid problems occurring with your campaigns at a later date. If you have a query which cannot be answered by the following information then contact Brendan.miles@list.co.uk

For more information you can view the IAB's guidelines by visiting <http://www.iab.net/standards/guidelines.asp>

Lead Times

Creative to be supplied 72 hours before going live date

Alterations to campaigns 48 hours

Change of creative 48 hours

Cancellation deadlines 28 days prior to campaign live date

General Points

- Pop-ups and pop-unders are not accepted anywhere on site
- All click-through URL's must open in a new browser window
- The author of a Flash source file (.fla) has to assign a clickTag variable using a getURL button action. They also have to make sure that they have selected _blank for a target so it opens in a new window.
- For all rich media campaigns we need the name of the technical contact at your end
- Ads must be compatible with IE and Firefox
- Ads that repeatedly flash or give a strobe effect are not allowed anywhere on site
- All adverts with sound must have sound switched off as the default option
- Adverts should cycle no more than three times
- Link phrases should make sense when read out of context - authors should not use phrases like "click here" as link text; this requires a user browsing the page with a screen reader to step through each link and read the surrounding text to determine the purpose of the link. Instead, link text should carry sufficient information, as in "download this document in ASCII text," "view the full version in HTML," or "for the text version select this link."

General Points – Flash Formats

- The author of a Flash source file (.fla) has to assign a clickTag variable using a getURL button action. They also have to make sure that they have selected _blank for a target so it opens in a new window.
- The wmode parameter of Flash movies **MUST** be transparent.
In order to ensure that all adverts are compatible with the site we ask that the wmode attribute be set to transparent as follows within the Javascript/HTML.

```
<object>  
<param value="transparent" name="wmode"/>  
<embed wmode=" transparent">  
</object>
```

Advertising Formats – Impressionable Media

Banners (468 x 60 pixels)

- Can be served on across the entire site
- GIF/ JPEG – Max file size 40KB
- Animated GIF – Max file size 40KB
- Flash – Max file size up to 30k initial load. Up to three additional loads of 50k each may be initiated after a user moves their cursor over or clicks on a banner. Backup GIF's must also be submitted.

Leaderboards (728 x 90 pixels)

- Can be served on across the entire site
- GIF/ JPEG – Max file size 40KB
- Animated GIF – Max file size 40KB
- Flash – Max file size up to 30k initial load. Up to three additional loads of 50k each may be initiated after a user moves their cursor over or clicks on a banner
- Backup GIF's must also be submitted.

Skyscrapers (120 x 600 / 160 x 600 pixels)

- Can be served across the entire site
- GIF/ JPEG – Max file size 40KB
- Animated GIF – Max file size 40KB
- Flash – Max file size up to 30k initial load. Up to three additional loads of 50k each may be initiated after a user moves their cursor over or clicks on a banner
- Backup GIF's must also be submitted.

MPU's (300 x 250 pixels)

- Can be served across the entire site
- GIF/ JPEG – Max file size 40KB
- Animated GIF – Max file size 40KB
- Flash – Max file size up to 30k initial load. Up to three additional loads of 50k each may be initiated after a user moves their cursor over or clicks on a banner
- Backup GIF's must also be submitted.

Bespoke Ad Formats

These adverts are served through our own internal system.

Sponsor Strips (620 x up to 90 pixels)

- Can be served across the entire site
- GIF/ JPEG – Max file size 40KB
- Animated GIF – Max file size 40KB
- Flash on application only

Editorial Puffs/ Buttons (300 x 60 pixels) (130 x variable pixels)

- Can be served across the entire site
- GIF/ JPEG – Max file size 40KB
- Animated GIF – Max file size 40KB
- Flash on application only

Expandable Creative and Other Rich Media

Expandable Banners

- Flash – Max file size up to 30k initial load. Up to three additional loads of 50k each may be initiated after a user moves their cursor over or clicks on a banner
- Max size of expansion (468 x 240) pixels down
- Banner may expand after a user moves their cursor over it and should automatically close when the user moves off the banner.
- Banner may expand after a user clicks on it and may stay expanded until user clicks on a clearly labelled close button
- Banner must be supplied with backup GIF version for non-flash users
- Flash version should be no higher than 6

Expandable Skyscrapers

- Flash – Max file size up to 30k initial load. Up to three additional loads of 50k each may be initiated after a user moves their cursor over or clicks on a skyscraper
- Max size of expansion (360 x 600) pixels left for (120 x 600)
- Max size of expansion (480 x 600) pixels left for (160 x 600)
- Skyscraper may expand after a user moves their cursor over it and should automatically close when the user moves off the banner.
- Skyscraper may expand after a user clicks on it and may stay expanded until user clicks on a clearly labelled close button
- Skyscraper must be supplied with backup GIF version for non-flash users
- Flash version should be no higher than 6

Expandable MPU's

- Flash – Max file size up to 30k initial load. Up to three additional loads of 50k each may be initiated after a user moves their cursor over or clicks on an MPU
- Max size of expansion (300 x 500) pixels down and left
- MPU may expand after a user moves their cursor over it and should automatically close when the user moves off the banner.
- MPU may expand after a user clicks on it and may stay expanded until user clicks on a clearly labelled close button
- MPU must be supplied with backup GIF version for non-flash users
- Flash version should be no higher than 6

Video

- Video accepted through all major providers (Eyeblander/ Tangozebra etc.) in FLV, WMV formats
- A banner, leaderboard, skyscraper or MPU may play audio and video content
- Max bits per second 550kbps
- Streaming size up to 2.2MB
- Audio must be switched off as default with clearly labelled button to switch it on
- Video may be switched on as default however there must be a clearly labelled stop or pause button
- Videos must be no longer than 30 seconds
- Videos must stop after 3 rotations unless user initiates it again
- Media must be supplied with backup GIF version

Overlays

- Max dimensions (500 x 500 pixels)
- Max play duration 10 seconds
- Overlay must have clearly labelled close button
- Audio can be initiated on mouse click but must be off as default
- Overlays will be frequency capped
- Creative must not cover any navigation
- Creative subject to editorial approval

HTML newsletters

Inline Adverts

- Copy must be 30 – 40 words in length
- Copy should be supplied with a headline and click-through URL
- Logo/ Image should be supplied in as high a resolution as possible

Banner Adverts

- Refer back to guidelines for polite (468 x 60)
- Flash files cannot be served as banners in newsletters

Skyscraper Adverts

- Refer back to guidelines for polite (120 x 600) or (160 x 600)
- Flash files cannot be served as banners in newsletters

Button Adverts

- Refer back to guidelines for editorial puffs/ buttons in internal ad serving
- Flash files cannot be served as banners in newsletters

Microsites

- Copy should be no more than 350 words per page
- Client must specify
 - Number of pages required
 - Objective of microsite
 - Target audience
 - Where microsite is proposed to sit in www.list.co.uk
- Images/ logos can be included within the body of the articles. Sized where necessary.
- Data Collection
 - Data can be collected in-house or client can collect data directly
 - Online competitions can be used
 - All fields must be agreed and finalised before work starts
- We can offer the option to source and build online games as part of the microsite
- Links to microsite will be negotiated as extra to the price of the microsite itself
- Copy and images are required minimum of 5 working days before launch

Advertorials

- Advertorials will be marked as advertorials on page
- Copy should be no more than 350 words per page
- Client must specify
 - Number of pages required
 - Objective of advertorial
 - Where advertorial is proposed to sit in www.list.co.uk
- Images/ logos can be included within the body of the advertorial. Sized where necessary.
- Links from advertorial are possible
- Links to advertorial will be negotiated as extra to the price of the advertorial itself
- Copy and images are required minimum of 5 working days before launch

Games

- We can source game providers to build online games in either flash or 3d
- The List will retain copyright and ownership of campaign once game has ended
- Data collection is possible from game players who opt in to receive further communication from client directly

Custom Solutions

Custom solutions outside of the usual standard IAB advertising formats are possible but subject to editorial approval and timing. To enquire more about a specialist campaign of your choice please contact Brendan.miles@list.co.uk to discuss your requirements further.