

specifications

File Types and sizes

File size: Up to 30k

File types: jpeg, gif, animated gif, Shockwave Flash, Javascript

Important notes about Shockwave Flash:

For Shockwave Flash files, the files must be delivered with the landing page URL embedded in the file; we are unable to alter Flash files to add the landing page URL.

Also, for Flash files, we need a default, non-Flash ad (we suggest an animated.gif file) to display in case the user does not have Flash installed on their computer; while most individual users have Flash installed, many of our users are viewing the site on workplace computers which are more likely to not have Flash installed.

Design, Animation & Audio

Animation rotation: for animated .gif files, we recommend no more than four panels.

Ads may not employ rapid flashing animation of any graphic, copy, or background element(s).

Banners should be encased in a border and distinct from the content. If borderless, a banner must contain the advertiser's name to signify that it is an ad creative banner, not content.

Banners must have an end-frame or continuous looping.

Audio can be initiated by mouse-over or click only. The Contact List banner audio must be user-initiated! Max time for audio on banners is 15 seconds.

Audio banners must contain clearly visible mute/stop functionality and may offer the option to select additional loops with a play functionality.

URL Specs

All Banner ads that are .gif or .jpg images must be tested in browsers versions 4.X and higher. Ads hosted from a third-party Ad server must include placement instructions.

No banner ad should extend the physical dimensions of the banner ad pixel space that was purchased.

The target URL or click-through URL may not exceed 250 characters.

The URL provided must be viewable in Microsoft Internet Explorer 6.x, 7.x and Firefox 1.x and 2.x.

Capital or lowercase letters (A through Z or a through z), Numbers, 0 through 9, Special characters / ~ _ ? - # = | ; \$ @ & + % ! * ' ' ().

No Commas are allowed.

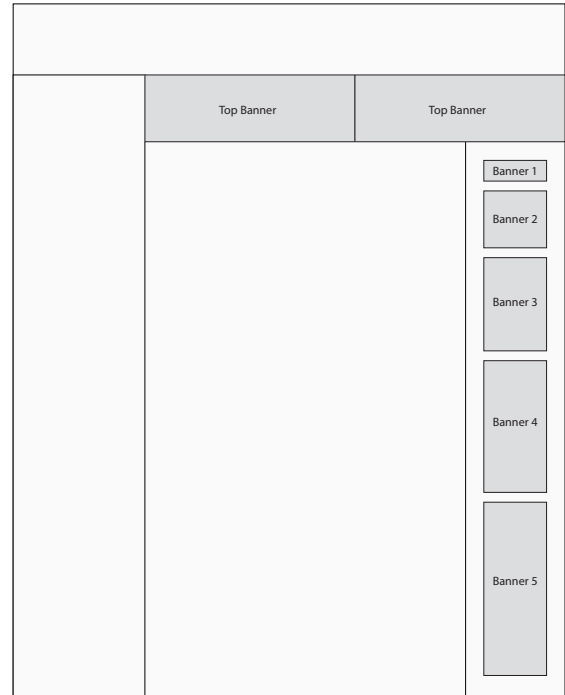
Close Button

A mandatory "CLOSE X" button(s) must be prominent and obvious for floating, out-of-banner, and expandable banner initiated by a user's click

Close button font size must be 11 pixels, bold text, and 4 pixel padding around the text. Reminder ad may not cover core page navigation or other ads.

Where applicable, the "ON/OFF", "STOP/PLAY", and "CLOSE" button must be prominent and obvious.

banner sizes



Top Banner 304px wide x 96 px high

Banner 1 120px wide x 60 px high

Banner 2 120px wide x 120 px high

Banner 3 120px wide x 180 px high

Banner 4 120px wide x 240 px high

Banner 5 120px wide x 360 px high

flash coding

The banner should be one flash file (*.swf, version 8.0 or older)

The flash banner must have a button symbol (not a movie clip) with the following clickTAG on the action tab:

on (release){

get URL (clickTAG + "http://The desired URL should be written here", "_blank");}

When publishing the SWF file it will generate an error – Please disregard!

Backup gifs must be submitted

Animation cannot continue past 15 seconds

Frame rate must be no more than 18fps

File size must not exceed 30K

submittal information

Ad materials should be emailed to

production@propertyrequirements.com

If you have any queries please contact us on **01483 238 920**