

# Creative Specifications

Please take some time to read the current advertising guidelines for different creative applications for use on the Guardian Unlimited network. We are constantly working with agencies and clients and will keep you informed of developments and extensions to these guidelines.

<b>Non-expandable creative</b>			<b>Delivery method</b>			
	<b>Width</b>	<b>Height</b>	<b>File size</b>	<b>GU hosted Gif</b>	<b>GU hosted Flash</b>	<b>Third Party hosted</b>
<b>Banner</b>	468	60	40k	<ul style="list-style-type: none"> <li>Send Gif file and clickthrough url</li> </ul>	<ul style="list-style-type: none"> <li>Send swf file using ClickTag clicktracking method, backup gif and clickthrough url.</li> <li>See separate 'Flash and Rich Media Instructions' document for more information</li> </ul>	<ul style="list-style-type: none"> <li>We accept only iFRAME tags and internal redirects</li> <li>Please include detailed implementation instructions.</li> </ul>
<b>MPU</b>	300	250				
<b>Skyscraper</b>	120	600				
<b>Button</b>	120	120				
<b>Super Skyscraper</b>	160	600				
<b>American Super Skyscraper</b>	300	600				
<b>Superbanner</b>	728	90				

<b>Expandable creative</b>				
	<b>Width</b>	<b>Height</b>	<b>Initial File size</b>	<b>Notes</b>
<b>Banner</b>	468	300	40k	<ul style="list-style-type: none"> <li>We serve ads through an iFrame so require you to provide code to allow the ad to expand</li> <li>We fully support expandable creative from the following third parties (other third party ad code will require technical time): Tangozebra, Eyeblander, DART Motif, Flashtalking, ICG, Atlas, RM, Pointroll, Bluestreak, Redshot, Mediaplex, Emediate</li> <li>All expandable creative requires editorial approval</li> <li>Creative must contract on roll-off</li> <li>See separate 'Flash and Rich Media Instructions' document for more information</li> </ul>
<b>MPU</b>	600	250		
<b>Skyscraper</b>	350	600		
<b>Leaderboard</b>	728	300		
<b>Super Skyscraper</b>	390	600		
<b>American Skyscraper</b>	530	600		

## Overlay creative

**Dimensions:** (within) **400 x 300** pixels or variations of this area. Initial file size of **30k**.

### Notes:

- A clear and labelled close button on the top right of the creative
- Javascript only tags
- Creative must time out after 10 seconds
- GU reserves the right to change the ad position: the positioning of overlays is at editorial discretion
- Creative subject to editorial approval
- Creative should be trafficked through DART Motif, Eyeblaster or Tangozebra
- Creative must not cover any navigation

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## Video Broadband Ad Creative Specifications

The following placements are available:

- Pre roll (runs before content)
- Post roll (runs after content)

Format: .....flv files only

Creative aspect ratio: .....4:3

Encoded Bit Rate: .....min 200kps

Viewing length: .....As agreed per campaign

Frame rate: .....min 25 frames/second

Max file size: .....1.5 MB

Video dimensions: .....Anything in 4:3 ratio

Audio codec: .....MP3 Codec

Audio sample rate: .....96kb/second at 48kh

With the exception of file format (flv files only) the above specifications should be considered as guidelines. For instance a file with less than 25 frames/per second and less than 200kps may still run but you should be aware that the quality may be affected. Higher bit and frame rates may mean that users on dial up, or low bandwidth broadband may experience loading difficulties.

### Delivery method:

Send .flv file, and click-through url to: [adcopy@guardian.co.uk](mailto:adcopy@guardian.co.uk)

## General notes

<b>White creative</b>	All white and light-coloured creative must have a dark one-pixel border.
<b>Click into new window</b>	All ads must click into a new browser window
<b>Browser compliance</b>	<ul style="list-style-type: none"><li>● We target all rich media ads to all versions of IE and Firefox unless otherwise instructed</li><li>● We target gif ads to all browsers unless otherwise instructed</li></ul>
<b>Rich Media</b>	For Flash, Expandable creative please see separate ' <b>Flash and Rich Media</b> Instructions' document*
<b>Testing</b>	All solutions are subject to final senior editorial approval (rich media campaigns are subject to testing)
<b>Flash versions</b>	We accept all versions of Macromedia/Adobe Flash up to version 9
<b>Technical contact</b>	For all rich media campaigns we need the name of a technical contact at your end
<b>Lead time</b>	Please allow 2 days lead time for gifs and 5 days for all other creative
<b>Sound</b>	All sound must be user click activated
<b>Misleading ads</b>	We will not carry any form of advertising that is deemed to be misleading or confusing to our users
<b>More information</b>	For information on ad types not covered here please contact us directly
<b>CPU</b>	We may measure CPU, and reject or remove ads that drive the CPU too high (i.e. negatively affect the speed of the page load or certain page functionality) please also see separate ' <b>Flash and Rich Media</b> Instructions' document*

## Guidelines on Photosensitive effects (affecting people with complaints such as epilepsy and migraine)

### General flash threshold

A sequence of flashes or rapidly changing image sequences where both the following occur:

- The combined area of flashes occurring concurrently (but not necessarily contiguously) occupies more than one quarter of any 335 x 268 pixel rectangle anywhere on the displayed screen area when the content is viewed at 1024 by 768 pixels and
- There are more than three flashes within any one-second period.

**Note:** For the general flash threshold, a flash is defined as a pair of opposing changes in brightness of 10% or more of full scale white brightness, where brightness is calculated as  $.2126 * R + .7152 * G + .0722 * B$  using linearised R, G, and B values. Linearised-X =  $(X/FS)^{2.2}$  where FS is full scale (usually 255 today). An "opposing change" is an increase followed by a decrease, or a decrease followed by an increase.

### Red flash threshold

A transition to or from a saturated red where both of the following occur:

The combined area of flashes occurring concurrently occupies more than one quarter of any 335 x 268 pixel rectangle anywhere on the displayed screen area when the content is viewed at 1024 by 768 pixels and there are more than three flashes within any one-second period.

## Contacts:

- All creative should be supplied to our Ad Operations team at [guardian.adops@guardian.co.uk](mailto:guardian.adops@guardian.co.uk)
- Any technical queries should be emailed to your Ad Operations Executive
- Requests for reports should be made to: [adcopy@guardian.co.uk](mailto:adcopy@guardian.co.uk)

\*If viewing this document on-line, please request Flash and Rich Media document from one of the email addresses in line above