DIGITAL SPECIFICATIONS CARD

- All creatives should be supplied **3 business days** prior to launch for testing and approval
- We do not guarantee impressions, advertisers sponsor blocks of 20% SOV ROS of the expected number of impressions.
- **Failure to provide copy to the required specifications** outlined in Definite Article Media's (DAM) specification documentation by the deadline **will result in a reduced number of impressions for your campaign on a daily basis, until the creative is received**. This will impact on total impression delivery as the campaign will not be extended past the end date stated on your booking contract. **Please note, you will still be charged for the full amount of your booking.**
- The formats we currently accept are: **Gif**, **HTML5**, **3rd Party HTTPS iFrame tags**. (Preferably DFP Redirects)
- All advertising units must have a 1-pixel border distinct from the background colour of the site.
- All audio & Video must be user initiated.
- ! All files supplied as .zip will need to be sent to the client account manager.
- ! Creative that does not adhere to the maximum file sizes will be sent back for resubmission and may delay the start of the campaign.
- ! Mobile and tablet formats must be provided, otherwise the campaign will be excluded from the mobile site.
- ! **We do not accept Flash**

Failure to provide copy to the required specifications, will result in a reduced number of impressions for your campaign on a daily basis, until the creative is received
Please note, you will still be charged for the full amount of your booking.

Ad Specifications – 20% SOV ROS Sponsorship - Standard Ad Units

Platform	Placement	Dimensions (WxH)	GIF/ JPEG Max file size	HTML5 Max file size	3rd Party Tag (See page 2)
Desktop	Billboard	970x250	150kb	600kb	HTTPS iFrame
	Super Leaderboard	970x90	150kb	600kb	HTTPS iFrame
	MPU	300x250	150kb	600kb	HTTPS iFrame
	Sidebars (See page 6 for extended sidebars)	2500x1200	450kb	N/A	N/A
	Leaderboard	728x90	150kb	600kb	HTTPS iFrame
Mobile	Billboard	320x100	150kb	600kb	HTTPS iFrame
	Super Leaderboard	320x50	150kb	600kb	HTTPS iFrame
Tablet	Super Leaderboard	728x90	150kb	600kb	HTTPS iFrame

Ad Specifications - Sponsorship Ad Units (see page 11) – HPTO and EPTO

Platform	Placement	Dimensions (WxH)	GIF/ JPEG Max file size	HTML5 Max file size	3rd Party Tag (See page 2)
Desktop	Billboard	970x250	150kb	600kb	HTTPS iFrame
	Super Leaderboard	970x90	150kb	600kb	HTTPS iFrame
	MPU	300x250	150kb	600kb	HTTPS iFrame
	Sidebars (See page 6 for extended sidebars)	2500x1200	450kb	N/A	N/A
	Leaderboard	728x90	150kb	600kb	HTTPS iFrame
Mobile	Billboard	320x100	150kb	600kb	HTTPS iFrame
	Super Leaderboard	320x50	150kb	600kb	HTTPS iFrame
Tablet	Super Leaderboard	728x90	150kb	600kb	HTTPS iFrame

Ad Specifications – Newsletter Advertising (see page 13)

Platform	Placement	Dimensions (WxH)	GIF/ JPEG Max file size	HTML5 Max file size	3rd Party Tag
Newsletter Ads	Click here for more information				

3rd Party HTTPS iFrame Tags

- Creative must accept third party click tracking.
- Creative must be able to accept cache-busting code.
- Creative code must be provided as **HTTPS iFrame** (Preferably DFP Redirects)
- Creative should not be frequency capped at the third-party side unless approved in advance.

- **Initial file load: 600kb** - Includes all assets and files necessary for completing first visual display of the Ad

- **Host-initiated subload: 1MB** where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to "listen" for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded

- Additionally, for ad units that allow video, another **1.1 MB** of file size is allotted for auto-initiated 15-second videos, and **2.2 MB** for auto-initiated 30-second videos in both display and mobile.

- **User-initiated file size: 2MB** Ads that allow additional file size for host initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking the ad (or a portion of an ad).

- **Max number of host-initiated file requests: 30** file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

- **HTML5 Note (IAB):** HTML5 introduces new options for developing ads. IAB has developed an "HTML5 for Digital Advertising" guide to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

Platform	Placement	Dimensions (WxH)	Initial Load Max file size	Subsequent Load Max file size	Max File Requests	3rd Party Tag
Desktop	**Billboard**	970x250	600kb	1000kb	30	HTTPS iFrame
	Super Leaderboard	970x90	600kb	1000kb	30	HTTPS iFrame
	Leaderboard	728x90	75kb	1000kb	30	HTTPS iFrame
	MPU	300x250	600kb	1000kb	30	HTTPS iFrame
Mobile	**Billboard**	320x100	75kb	200kb	30	HTTPS iFrame
	Super Leaderboard	320x50	75kb	200kb	30	HTTPS iFrame
Tablet	**Super Leaderboard**	728x90	75kb	200kb	30	HTTPS iFrame

HTML5 – Files Supplied Direct (zip file)

Guidelines

- Maintain an overall file size of less than or equal to 600KB, this includes all non-video, self-contained and external files
- DAM Media will not be held responsible for H5 creative issues, nor will they troubleshoot H5 issues beyond trafficking a test page for testing purposes
- The advertiser/agency must ensure clickTag formatting is correct and DAM Media is able to properly track clicks and impressions before the ad goes live
- The advertiser/agency is responsible for the optimization and packaging of the HTML files per the guidelines below.
- The advertiser/agency is responsible for cross-platform, cross-browser compatibility to include the
- **For HTML5 ad specifications and recommendations, view the** IAB HTML5 for Digital Advertising guidance

Tools

- Google Web Designer – to build creatives in HTML5 – https://www.google.com/webdesigner

Ad Specifications – Desktop Extended Sidebars

Definition - Two columns supplied as one file with a white space in between that appear on either side of the webpage and extend to the monitor edge staying in view as the user scrolls

Platform	Placement	Dimensions (WxH)	GIF/ JPEG Max file size	HTML5 Max file size	3rd Party Tag
Desktop	**Sidebars**	2500x1200	450kb	N/A	N/A

- **The creative must be supplied as a single file**
- The creative must be supplied as a GIF or .jpg
- GIF or .jpg can have a max file size of 450kb for the Extended Sidebars. The .GIF files can be animated.

The Extended Skin must be one image that fills the light blue area below.
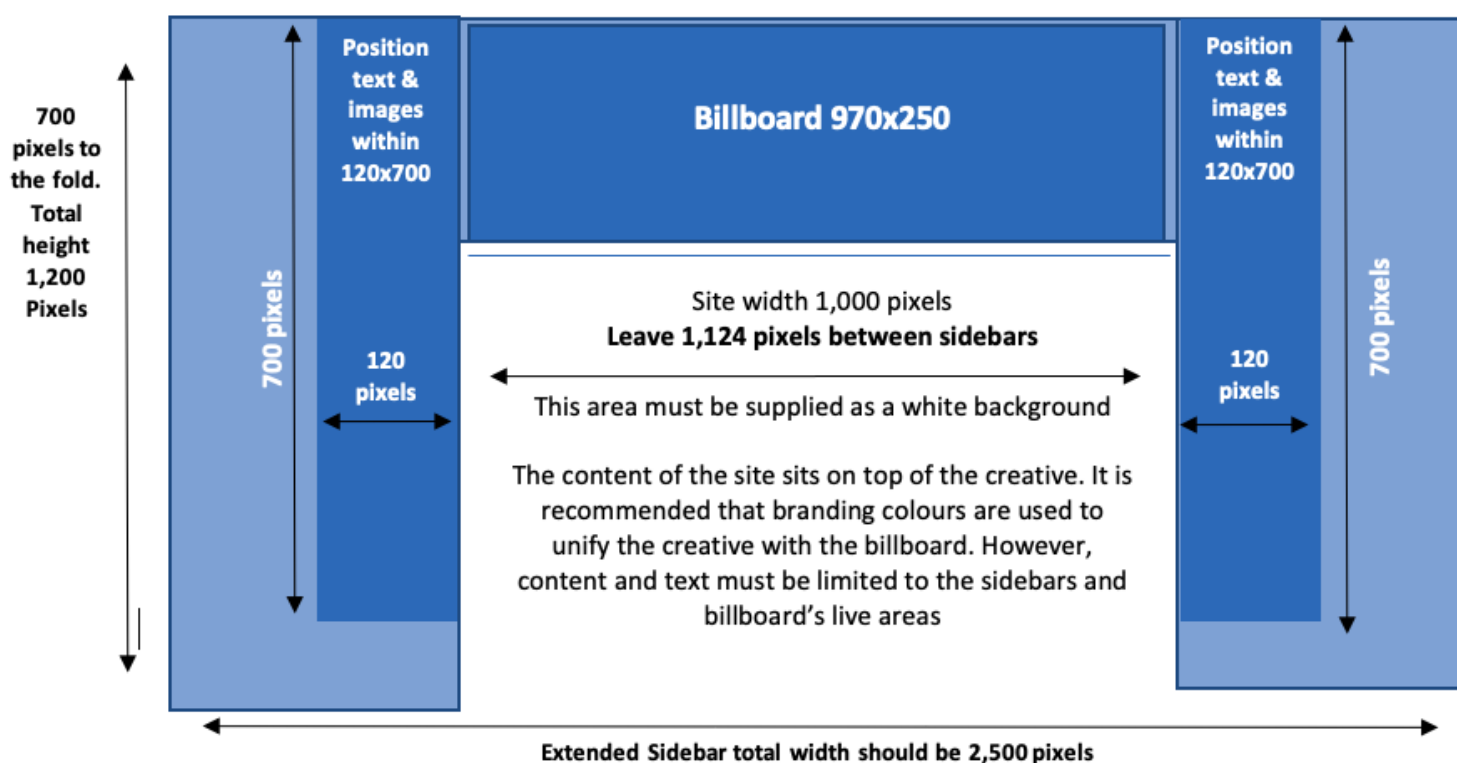

Creative Guidelines

- Please position any text to a size of 120x700 within each sidebar to minimise the risk of copy being cropped on smaller monitors
- The width of the creative must be extended to 2,500 to accommodate any changes to the content on the page
- The height of the creative must be extended to 1,200 to accommodate any changes to the content on the page
- The Sidebars should only account for the light blue columns in the diagram above. The space in between must be white

3rd Party Tracking
For ads served in-house, impression (1x1) and click command tracking is accepted from third party vendor

Ad Specifications – Desktop Extended Sidebars Examples

Definition - Two columns supplied as one file with a white space in between that appear on either side of the webpage and extend to the monitor edge staying in view as the user scrolls
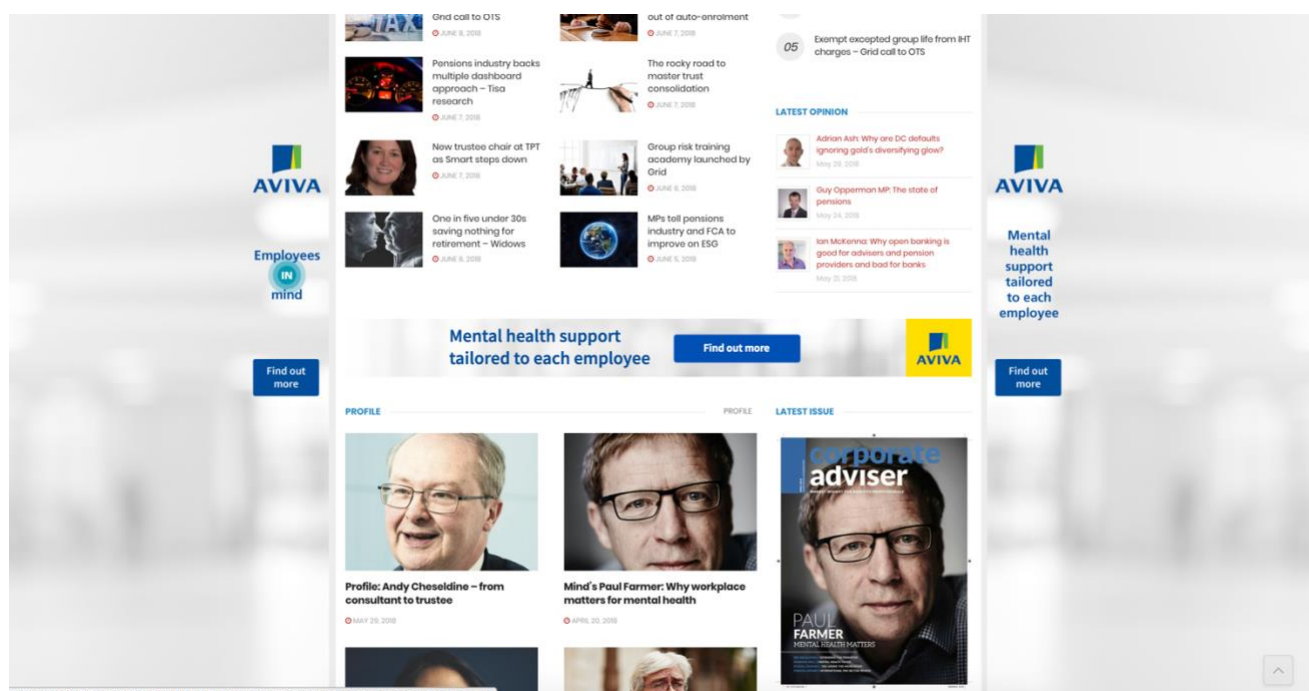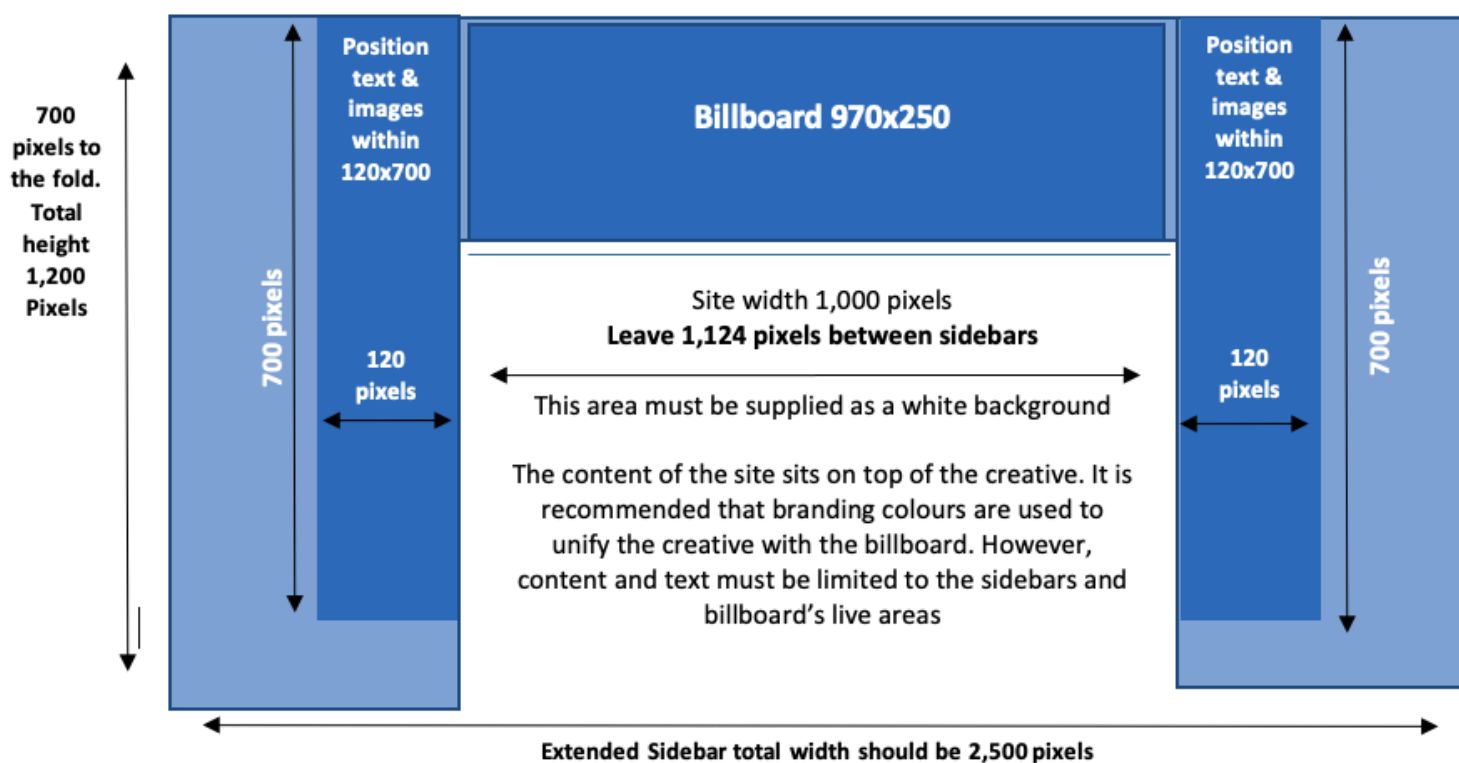
Ad Specifications – Desktop Extended Skin

Definition – An Image that appears on either side of the webpage extending to the monitor edge, behind the Billboard ad position and web page that staying in view as the user scrolls. As the Billboard will sit on top of the Skin creative we suggest that it is designed to create a seamless frame to the webpage

Platform	Placement	Dimensions (WxH)	GIF/ JPEG Max file size	HTML5 Max file size	3rd Party Tag
Desktop	**Billboard**	970x250	150kb	600kb	HTTPS iFrame
	Sidebars (See page 6 for extended sidebars)	2500x1200	450kb	N/A	N/A

- The Extended Skin creative must be supplied as a single file
- Please note that the sidebards can ONLY be supplied as a GIF or .jpg. The Billboard can be trafficked through a 3rd Party Ad Tag HTTPS iFrame or supplied as a GIF or .jpg
- GIF or .jpg can have a max file size of 450kb for the Extended Skin. The .GIF files can be animated
- As the Billboard will sit on top of the Extended Sidebars (Skin) creative we suggest that it is designed to create a seamless frame to the webpage (example on page 10)
- The separate Billboard is optional. If you would rather supply the skin as one file with the Billboard built-in we can manually push the site down

The Extended Skin must be one image that fills the light blue area below.

700 pixels to the fold. Total height 1,200 Pixels

700 pixels

Position text & images within 120x700

120 pixels

Billboard 970x250

Site width 1,000 pixels
Leave 1,124 pixels between sidebars

This area must be supplied as a white background

The content of the site sits on top of the creative. It is recommended that branding colours are used to unify the creative with the billboard. However, content and text must be limited to the sidebars and billboard's live areas

Position text & images within 120x700

120 pixels

700 pixels

Extended Sidebar total width should be 2,500 pixels

Creative Guidelines

- Please position any text to a size of 120x700 within each sidebar to minimise the risk of copy being cropped on smaller monitors
- The height of the Extended Skin creative must be extended to 1,200 to accommodate any changes to the content on the page
- The width of the Extended Skin creative must be extended to 2,500 to accommodate any changes to the content on the page
- The Extended Skin creative should only account for the light blue areas in the diagram above. We would then advise that the Billboard is designed to match the Extended Skin behind to create a seamless frame to the page (see next page for examples)

3rd Party Tracking

For ads served in-house, impression (1x1) and click command tracking is accepted from third party vendor

All other settings regarding the Sidebars are implemented by the Ad Tag provider interface (i.e. Tiling, Alignment, Horizontal & Vertical settings, Fixing, Dimensions, Positioning, URL click through et

Ad Specifications – Extended Skin Examples

Definition – An Image that appears on either side of the webpage extending to the monitor edge and behind the Billboard ad position (staying in view as the user scrolls). As the Billboard will sit on top of the Skin creative we suggest that it is designed to create a seamless frame to the webpage
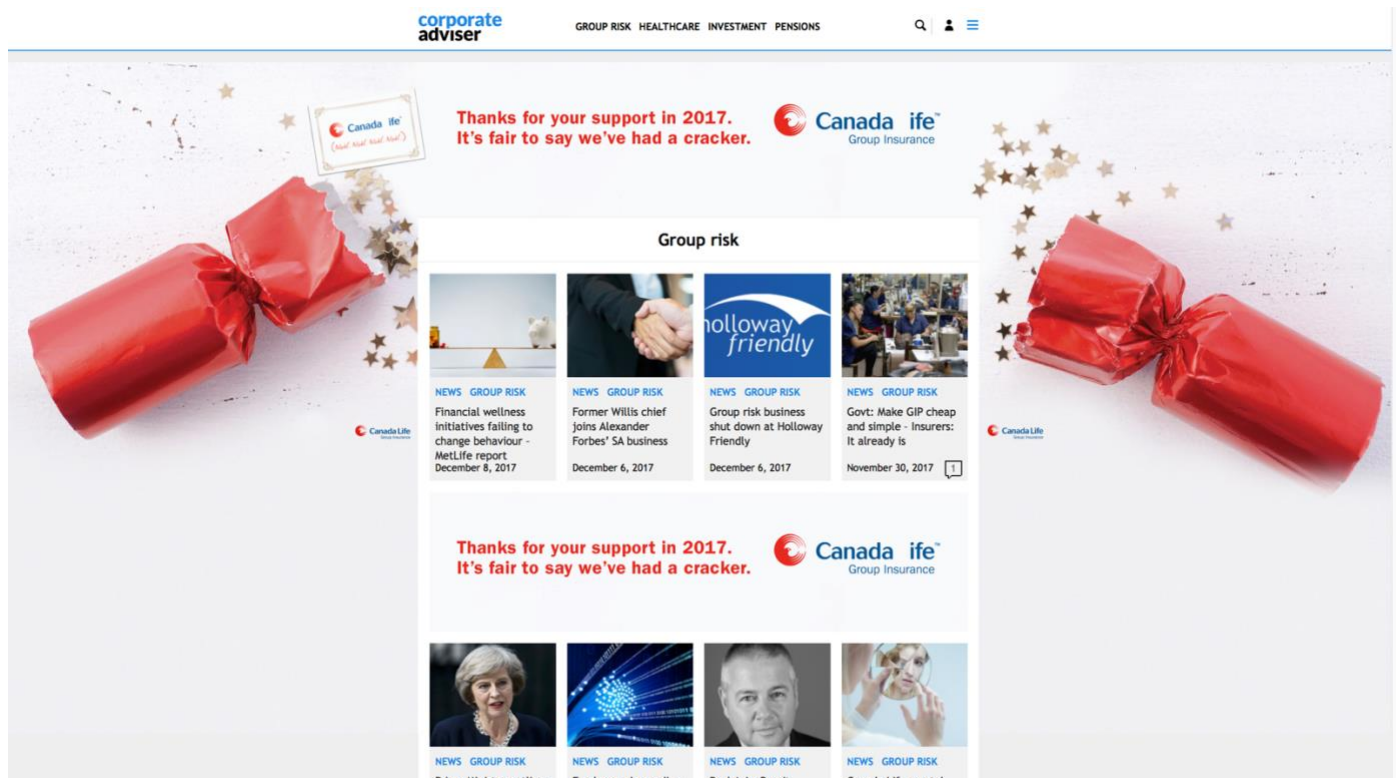
Ad Specifications – Homepage Takeover/Entry Point

Platform	Placement	Dimensions (WxH)	GIF/ JPEG Max file size	HTML5 Max file size	3rd Party Tag (See page 2)
Desktop	Billboard	970x250	150kb	600kb	HTTPS iFrame
	Super Leaderboard	970x90	150kb	600kb	HTTPS iFrame
	MPU	300x250	150kb	600kb	HTTPS iFrame
	Sidebars (See page 6 for extended sidebars)	2500x1200	450kb	N/A	N/A
	Leaderboard	728x90	150kb	600kb	HTTPS iFrame
Mobile	Billboard	320x100	150kb	600kb	HTTPS iFrame
	Super Leaderboard	320x50	150kb	600kb	HTTPS iFrame
Tablet	Super Leaderboard	728x90	150kb	600kb	HTTPS iFrame

- The Extended Skin creative must be supplied as a single file
- The Extended Skin MUST ONLY be supplied as a GIF or .jpg
- GIF or .jpg can have a max file size of 450kb for the Extended Skin. The .GIF files can be animated.
- **Third-party tags and HTML5 ads must be built to be responsive to mobile devices**

Creative Guidelines

- Please position any text to a size of 120x700 within each sidebar to minimise the risk of copy being cropped on smaller monitors. The height of the creative can be extended to 1,200 to accommodate any changes to the content on the page.
- The creative should only account for the light blue areas in the diagram above.

3rd Party Tracking

For ads served in-house, impression (1x1) and click command tracking is accepted from third party vendor

All other settings regarding the Sidebars are implemented by the Ad Tag provider interface i.e. Tiling, Alignment, Horizontal & Vertical settings, Fixing, Dimensions, Positioning, URL click through etc

Ad Specifications – Interstitial Overlay

The Interstitial is a full-page responsive ad experience which precedes the content page. The ad displays to the user for five seconds before automatically redirecting to the content. The guest may also press a close button to continue onto site content.

Placement	Dimensions (WxH)	GIF/ JPEG Max file size	Max Run Time
Interstitial Overlay	980x643	300kb	5 Seconds

Creative Guidelines
- Creative must be supplied as .gif file and can be animated
- Animation may run a maximum of 5 seconds; on the 6th second the ad will redirect to site content
- Creative should not include "Close" or "Skip" buttons; all controls for the ad will be contained outside of the creative space and is part of the ad serving template

3rd Party Tracking
For ads served in-house, impression (1x1) and click command tracking is accepted from third party vendor

Ad Specifications – Sticky Super-leaderboard

The sticky super-leaderboard appears at the bottom of the screen and remains fixed whilst the reader scrolls through the website page, giving the ad a high level of visibility. The ad displays to the user for five to ten seconds before automatically redirecting to the content. The guest may also press a close button to continue onto site content.

Placement	Dimensions (WxH)	JPEG Max file size	Max number of images
Sticky super-leaderboard	970x90	150k	2

Creative Guidelines
- Creative must be supplied as .peg file
- A maximum of two images may be supplied.
- The WebOps will convert into a tag and add to the ad server
- Creative should not include "Close" or "Skip" buttons; all controls for the ad will be contained outside of the creative space and is part of the ad serving template

3rd Party Tracking
For ads served in-house, impression (1x1) and click command tracking is accepted from third party vendor

on specific areas such as smoking cessation, nutrition, fitness and lifestyle.

Only around one in 10 employers (11 per cent) offer access to technology or that monitor and improve health and fitness. The same percentage off free or discounts healthy eating options.

Grid spokesperson, Katharine Moxham says: "The options available for employers to support the physical wellbeing of staff are constantly being developed.

"We've seen some exciting initiatives in our own industry, from access to expert health professionals to wellness apps. The health and wellbeing industry is creative and we see tangible results in the workplaces of those employers that implement them."

Support for physical health isn't just about treatment, but about prevention and early intervention too, and it's important that all are considered when employers are looking at how to support staff best. Programmes can be tailored to meet the specific needs of a workforce, taking into account age, gender or particular health concerns of a workforce demographic.

Moxham adds: "Cancer is a leading cause of claim across all group risk products: employer-sponsored life assurance, income protection and critical illness, so we know just how much cancer affects employees and their companies.

Ad Specifications – Expanding Sticky Super-leaderboard

The expanding sticky super-leaderboard appears at the bottom of the screen and remains fixed whilst the reader scrolls through the website page, giving the ad a high level of visibility. The user can click to expand the ad and display further creative and or video content. The ad displays to the user for five to ten seconds before automatically redirecting to the content. The guest may also press a close button to continue onto site content.
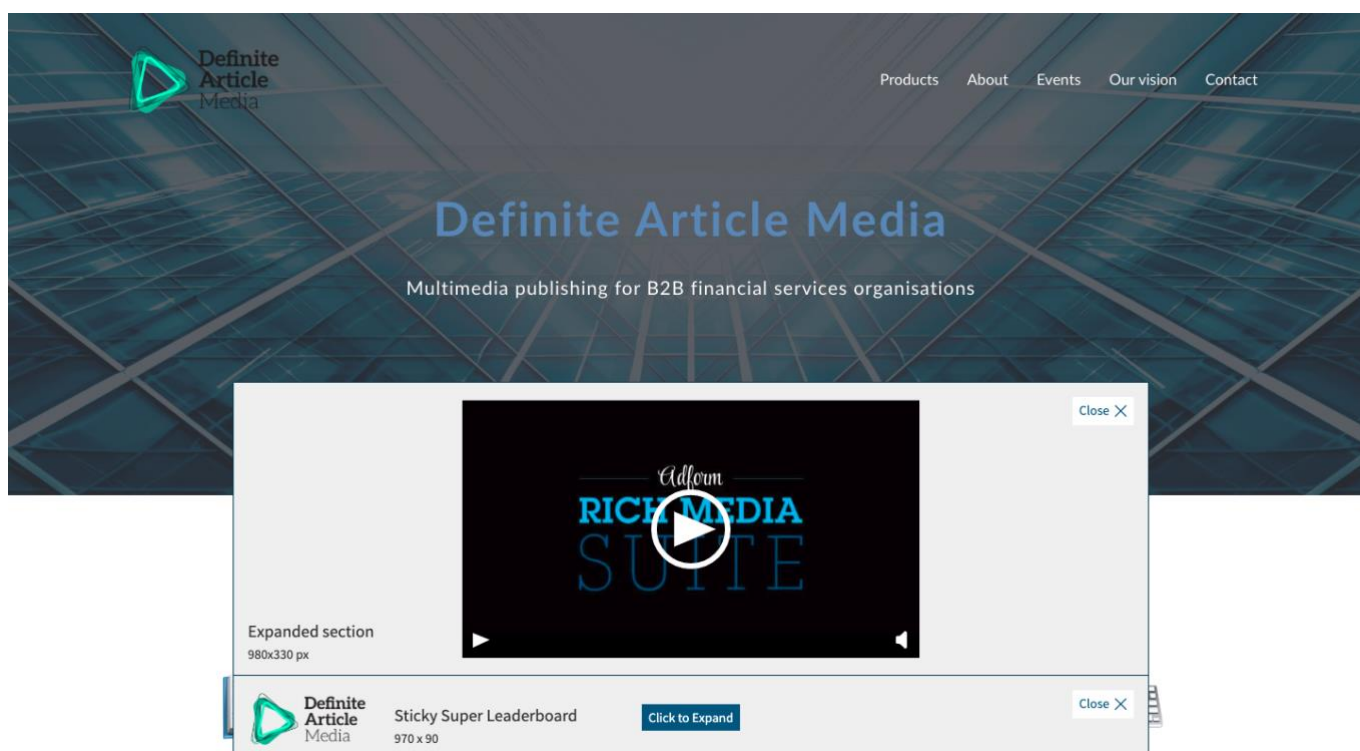
Placement	Dimensions (WxH)	JPEG Max file size	Max number of images
Sticky super-leaderboard	970x90	150kb	2
Expanding banner	970x400	300kb	1

Creative Guidelines

- Creative must be supplied as .peg file
- A maximum of two images may be supplied for the super-leaderboard and one for the expanding banner.
- Video content may be embedded, client must provide video file in MP4 format.
- The WebOps will convert into a tag and add to the ad server
- Creative should not include "Close" or "Skip" buttons; all controls for the ad will be contained outside of the creative space and is part of the ad serving template

3rd Party Tracking

For ads served in-house, impression (1x1) and click command tracking is accepted from third party vendor

Ad Specifications - Email Newsletter Advertising

Placement	Dimensions (WxH)	GIF/ JPEG Max file size	Other
Leaderboard*	728x90	105kb	Provide hyperlink to landing page or click-tracker*
Text Box*	150 words inclusive of hyperlinks		A JPEG logo can be provided to accompany the copy

Guidelines

- *We are not able to run multiple creatives and copy for several newsletters. Please submit one set of creative, copy and trackers per campaign.
- *We are only able to change once the creative, copy and trackers during a calendar month.

> **Please note that animated GIFs are not supported in every email client. Newer versions of Outlook (2007, 2010 and 2013) won't show the full animation, they will just show the first frame. We strongly suggest that you include the vital information (eg the call-to-action, offer, or headline) in the first frame of the GIF or supply a static JPG/GIF instead. You can also supply a sponsor message of up to 50 words.**

Bespoke 3rd party and jobs email campaigns

Creative Guidelines
https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5699-guidelines-for-designing-custom-code-email-campaigns?lang=en_US

Resources to build a bespoke 3rd party html

What to supply
- The HTML as an attached file (not embedded or forwarded)
- All images in the HTML must be hosted
- A subject line - no more than 50 characters (do not use CAPS or exclamation marks)

HTML build
- File should be less than 100kb to avoid clipping
- Use <table> instead of <div> for email structure
- Max width of 600px (prevent scrolling in mail clients)
- Use inline CSS
- To apply a background colour, use a container: <table> width="100%"
- Do not use java or flash or external style sheets
- Validate your code to ensure it is clean and error free

Text

- Use fall back font (font stack) to ensure your email displays correctly
- Use a minimum font size of 14pts for copy Images
- Always specify the width and height on images
- Add alt text where relevant: (images with copy/solo images)
- Use display: block CSS and border="0" on all images Responsive emails
- Use x [class=y] format to ensure correct rendering
- Test your HTML code for rendering on tablets, iPhone and Android devices

Restrictions

- We will reject HTML files that include any prompts for email recipients to sign up to the advertiser's email list

Header & footer

- We will add a view online header and subscription footer to all emails.
- Brief must be supplied a minimum of 5 business days before email send date
- All URL links and content must be checked and confirmed before being submitted - as copy/offer changes will not happen post build

If you require us to build the HTML, please supply a pdf or word doc, complete with approved copy, graphics & detailed instructions. We require a minimum of 5 working days for design, build and testing. For a responsive email, we ask for an additional 24 hours. There is an additional cost involved to build the HTML.

inRead **Scroller Landscape**

File Type

.jpg **.png**

Maximum File Size

200KB

Visible Slot

✔ Ratio: **16:9**

✔ Dimension: **700x394px**

Background Image

✔ Ratio: **1:2**

✔ Dimension: **700x1600px**

Pixels Accepted

✔ **SSL 1x1**

Width 700px

This area may not
have information
Use only to continue
the background

463px

Area visible on scroll
Last view area
Recommend for CTA

140px

Safe area
Second and main area
Recommend to insert most
relevant infos

394px

Area visible on scroll
First view area
Recommend for grabbing user attention

140px

This area may not
have information
Use only to continue
the background

463px

**Height
1600px**

inRead **Video Landscape**

File Type

.mp4

Maximum File Size

100MB

Video Format

- ✓ Ratio: **16:9**
- ✓ Dimension: **1280x720px**
  (Responsive to the page level)
- ✓ Video Duration: **15/30 sec**
- ✓ FPS: **24**

Tags Accepted

- ✓ **1x1**
- ✓ **VAST**
- ✓ **VPAID JS**

   All tags must be SSL only

Height 720px

Width 1280px