



ONLINE ADVERTISING SPECIFICATIONS

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NDM ADVERTISING TERMS & CONDITIONS


<http://sops.news.com.au/terms>

CREATIVE SUBMISSIONS

creative@newsdigitalmedia.com.au

AD SUBMISSION GUIDELINES

Please note the following creative and campaign setup/turnaround times, commencing from receipt of all required, correct creative materials.

CREATIVE TYPE	DEFINITION	TURNAROUND TIME	APPROVED 3 RD PARTY AD SERVING VENDORS
Standard creatives	Site-served image/Flash, non-rich media 3 rd party redirects	2 full working days	
Complex creatives	Large volumes (eight or more) of standard creatives, 3 rd party rich media expanding/polite redirects	3 full working days	
Non-standard creatives	OTPs, in-stream video, page takeovers, re-skinning, advertorials, competitions, custom integration, Trailer Royale, Push Down, iPad/Android device HTML5 ads, eDM/Solus emails	5 full working days	

3RD PARTY AD SERVING GUIDELINES & CREATIVE ACCEPTANCE POLICIES

- All 3rd party redirects must be live when submitted, to enable thorough testing before creatives go live. All 3rd party ad serving charges are the responsibility of the advertiser or agency.
- Should you wish to utilise a vendor not listed here, please contact your Campaign Manager as early as possible to arrange testing/certification and provide detailed publisher trafficking instructions. Vendors who do not provide the ability for NDM to track clicks through DFP will not be certified.
- NDM reserves the right to remove from rotation or request the removal/revision of any creative that is deemed unsuitable for the users of our sites. NDM may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.
- NDM reserves the right to remove any rich media ad from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.
- The setting of 3rd or 4th party cookies on News Digital Media sites for re-targeting or any other user tracking purposes is not permitted without prior approval from NDM. Creatives featuring unauthorised connections to external servers for the purposes of user tracking will be removed from rotation.

STANDARD DISPLAY ADS

Standard display ads refer to site-served Flash/GIF/JPG creatives and non-rich media 3rd party served creatives. For executions where larger file sizes are required, creatives need to be served using a polite download method through an approved 3rd party rich media ad server.

AD FORMAT	DIMENSIONS	MAX FILE SIZE Flash / Image	NOTES
Leaderboard	728 x 90	40 kb	Required for all CPC/CPA performance campaigns
Medium Rectangle	300 x 250	40 kb	
Half Page	300 x 600	40 kb	
Short Rectangle	300 x 100	20 kb	
Text Link	--	--	Character limits (incl. spaces & punctuation) Heading: 25, Body: 70 Required for CPC performance campaigns, not required for CPA
Wide Skyscraper	160 x 600	40 kb	Optional for all CPC/CPA performance campaigns
Banner	468 x 60	20 kb	
Double Column Block	650 x 220	40 kb	News.com.au & Masthead home pages only
Ticker	650 x 40	20 kb	News.com.au & Masthead home pages only
Humdinger	970 x 250	50 kb	News.com.au & Masthead home pages only
Carsguide inline banner	460 x 65	20 kb	Site-served GIF/JPG image only, cannot be 3 rd party served
Ticker - Moshtix	960 x 40	30 kb	Moshtix only
TrueLocal tile	138 x 100	15 kb	Image only, cannot be 3 rd party served
Microbar	88 x 31	5 kb	Taste Recipe Collection sponsorships

SITE-SERVED CREATIVES: FLASH REQUIREMENTS

Site serving refers to creative assets used in Standard Display ads, hosted and served by NDM on behalf of an advertiser who chooses not to utilise a 3rd party ad serving vendor. **clickTag** is an industry-wide standard method to enable the measurement of user clicks on Flash rich media creatives. All Flash files submitted should be accompanied with a backup image of the same dimensions, along with a click-through URL.

NDM accepts creative files published as **Flash version 10** or below using **Action Script 2** (AS3 is not accepted). The maximum allowable frame rate is **21 frames per second**, as higher frame rates have been shown to degrade browser performance due to excessive CPU usage. Creatives that require connections to multiple Flash files should be served through an approved 3rd party ad server.

Creative should not flash/blink more than three times in any one second to minimise risk to those who suffer from seizures and to minimise user distraction (ref: <http://www.w3.org/TR/2008/REC-WCAG20-20081211/#seizure>)

The instructions below refer to site-served Flash creatives hosted by NDM. For clickTag instructions relating to 3rd party served creatives, please refer to your ad serving vendor's support documentation.

Insert a transparent button onto the top-most layer of your Flash creative and assign the following as an *on release* action:

```
on (release) {  
  getURL(_level0.clickTag, "_blank");  
}
```

For creatives with multiple clickable areas and separate destination URLs, use separate instances of your transparent button with the naming convention of `clickTag1`, `clickTag2`, `clickTag3` up to a maximum of 10 instances. For further assistance with creating clickTag enabled creatives, please visit these sites:

<http://www.flashclicktag.com>

<http://creative-repository.appspot.com>

http://www.adobe.com/resources/richmedia/tracking/designers_guide/

RICH MEDIA: DEFINITIONS AND GUIDELINES

3RD PARTY SERVED vs. NDM RICH MEDIA

- **NDM Rich Media** creatives are built by the NDM Ad Operations team using assets supplied by clients. Unless otherwise specified, individual components cannot be 3rd party served, however click and impression tracking is available in almost all instances.
- **3rd Party Served Rich Media** refers to creatives using polite download methods to serve larger than standard file sizes to deliver enhanced executions using expanding panels or video assets. An approved 3rd party rich media vendor must be used and all technical support questions should be directed to your vendor. All design and creative preparation is the responsibility of the client/agency.

CLOSE BUTTON

- Minimum dimensions: 70 x 30 pixels and include the text '**Close [X]**'
- Must be present on all OTP and Expanding creatives, clearly defined and designed to contrast from the creative background
- For OTP creatives, must be present for the entire duration of the execution
- Positioning: top right hand corner of the expanding panel or OTP creative

EXPANDING GUIDELINES

- Roll-over initiation: expanding panel must contract immediately when user navigates off the creative or when '**Close [X]**' button is clicked
- Click initiation: expanding panel can remain open until '**Close [X]**' button is clicked
- **Push down ads only:** expanding panel must open immediately on page load and not scroll open gradually. Panel must remain open until '**Close [X]**' button is clicked - closing on roll-off is not permitted. Expansions on subsequent impressions require click initiation by the user.
- To avoid issues with navigation menus, please ensure the **z-index** value in your creative template is less than **1000** and **wmode** is set to **transparent**.

AUDIO & VIDEO INITIATION

- Automatic play of audio on creative or page load is not permitted. In-Stream video pre-roll ads excepted.
- Mute/Un-mute button must be displayed on all audio-enabled ads. Minimum dimensions: 70 x 30 pixels and include '**Sound On/Off**' text
- In-page & Expanding ads: video can start playing automatically with audio muted, for video assets up to 2mb
- Push down ads: video in expanding panel must not automatically play, to avoid impacting page download progress
- Larger assets beyond 2mb must not be pre-loaded, until click initiated by user

3RD PARTY RICH MEDIA: IN-PAGE & EXPANDING ADS

All expanding and in-page/polite rich media ads must be served through an NDM approved 3rd party rich media vendor. Please see **Rich Media: Definitions & Guidelines** section for Close button, Expanding, Audio & Video requirements.

AD FORMAT	IN-PAGE DIMENSIONS	EXPANDED DIMENSIONS	EXPANDING DIRECTION	DEFAULT FLASH / IMAGE	EXPANDED PANEL / RICH FLASH	VIDEO OR ADDITIONAL ASSETS
Leaderboard	728 x 90	728 x 250	Down	40 kb	100 kb	2 mb (larger assets must not be pre-loaded and must be click-initiated)
Medium Rectangle	300 x 250	600 x 350	Left & Down	40 kb		
Half Page	300 x 600	600 x 600	Left	40 kb		
Ticker	650 x 40	650 x 250	Down	40 kb		
Humdinger	970 x 250	---	---	50 kb		
Push Down	970 x 40	970 x 250	Down	40 kb		
Push Down Blade (IGN/AskMen only)	970 x 66	970 x 418	Down	40 kb		
Welcome Mat (IGN/AskMen only)	600 x 400	---	---	50 kb		

3RD PARTY RICH MEDIA: OVER THE PAGE (OTP) ADS

OTPs must be served through an NDM-approved 3rd party rich media vendor and be frequency capped at 1 impression per user over the duration of the campaign. The use of streaming video in OTPs is not supported due to the time required to download large file sizes within a short ad duration, but can be present in a 3rd party served reminder creative. Frequency capping and correct positioning of your OTP is the responsibility of the media agency and your 3rd party rich media vendor unless a publisher interface for these settings is provided.

AD FORMAT	DIMENSIONS	MAX. FILE SIZE	MAX. DURATION	LAUNCH AD	POSITIONING
Standard OTP	500 x 500	100 kb	7 seconds	300 x 250	50% of browser height 25% of browser width
Full Page OTP	1000 x 750		10 seconds		728 x 90 or 970 x 66
OTP (IGN/AskMen only)	970 x 800				

ADDITIONAL GUIDELINES

- A clearly visible 'Close' button (min. dimensions 70 x 30, with the word '**Close**' and 'x' symbol, of a contrasting colour to the OTP background) must be present on the top right hand corner of the creative for the entire duration of the OTP.
- 100% transparent executions are not permitted; OTP must feature at least 20% opacity.
- Creative executions must not mimic NDM page content or use identical fonts or layout.
- Sound must be initiated by user click and feature a mute/unmute button.
- 'Floating' reminder ads are not supported, due to issues with positioning on centred content areas. Please ensure that your OTP resolves to an In-Page launch ad or alternatively supply separate redirect tags for the OTP and launch ad.

NDM RICH MEDIA: RMX, GALLERY PRE-ROLL & VIDEO EXTENDER

Individual components cannot be 3rd party served. 3rd party click and impression tracking is supported.

AD COMPONENT	300 x 600 RMX	300 x 250 RMX and Gallery Pre-Roll	300 x 250 Video Extender
Header	300 x 85 Max file size: 10kb GIF/JPG/PNG accepted	---	---
Video Player	300 x 225 frame size 4 : 3 aspect ratio Max source video file size: 20mb MPEG/AVI/MOV accepted	300 x 225 frame size 4 : 3 aspect ratio Max source video file size: 20mb MPEG/AVI/MOV accepted	1000 x 750 frame size 4 : 3 aspect ratio Max source video file size: 20mb MPEG/AVI/MOV accepted
Creative Spots (choice of two options)	300 x 83 (x3) Max file size 10kb each GIF/JPG/PNG accepted	---	---
	300 x 250 Max file size 40kb GIF/JPG/PNG/SWF accepted		
Backup image	300 x 600 Max file size 40kb GIF/JPG/PNG accepted	300 x 250 Max file size 40kb GIF/JPG/PNG accepted	300 x 250 Max file size 40kb GIF/JPG/PNG accepted

ADDITIONAL GUIDELINES

- No action script required in SWF creatives. All Flash files must have a minimum of two frames. The first frame of the timeline must be left blank (eg: no movie clips, sound or graphic objects on 1st frame).
- FLA and other source files (eg: fonts) must be supplied if SWF creatives are submitted.
- Source video will be re-encoded by NDM. Video assets larger than 2mb should be submitted through FTP or alternate file delivery method

NDM RICH MEDIA: WALLPAPER, SIDE SKINS, WELCOME MAT & PAGE WRAP

Individual components cannot be 3rd party served (Welcome Mat & Page Wrap excepted). 3rd party click and impression tracking is supported.

AD FORMAT	DIMENSIONS	MAX. FILE SIZE / FORMATS ACCEPTED	NOTES
Wallpaper	1500 x 1050	200 kb GIF/JPG/PNG	<ul style="list-style-type: none"> Non-clickable, not animated, Flash not accepted Must be used in conjunction with other high impact units. Cannot be bought separately. Available on News.com.au, Masthead sites and IGN/AskMen only IGN & AskMen PSD templates: http://sops.news.com.au/adspecs/templates/ign_skin_template.zip http://sops.news.com.au/adspecs/templates/askmen_skin_template.zip
Side Skins	115 x 1050 (x2)	40 kb (each image) SWF/GIF/JPG/PNG	<ul style="list-style-type: none"> Maximum of one creative asset and one URL per side skin Left and right creative must be clearly defined in filenames No action script to be embedded in the SWF All Flash files must have a minimum of two frames Frequency capped at 5 per user, per day The first frame of the timeline must be left blank (eg. no movie clips, sound or graphic objects on 1st frame) Available on all NDM sites (excl. IGN, AskMen)
Welcome Mat Interstitial	600 x 400	50 kb SWF/GIF/JPG/PNG	<ul style="list-style-type: none"> Served on the user's first visit to the site in a 24 hour period and frequency capped at one Closes automatically after 15 seconds Can be 3rd party ad-served Available on IGN & AskMen only
Page Wrap	Top Strap: 1000 x 40 Wallpaper: 1500 x 1050	Top Strap: 40 kb GIF/JPG/SWF Wallpaper: as above	<ul style="list-style-type: none"> Top Strap appears above the site header and does not expand Wallpaper: as above

NDM RICH MEDIA: TRAILER ROYALE

Individual components cannot be 3rd party served. 3rd party click and impression tracking is supported.

COMPONENT	DIMENSIONS	MAX. FILE SIZE / FORMATS ACCEPTED	NOTES
Wallpaper	1500 x 1050	200 kb GIF/JPG/PNG	<ul style="list-style-type: none"> Non-clickable, not animated, not flash
Expanded Panel	1000 x 465	100 kb GIF/JPG	---
Video	16 : 9 aspect ratio	20 mb MPEG/AVI/MOV	<ul style="list-style-type: none"> High quality digital formats only Submit assets larger than 2mb through FTP or alternate file delivery method Source video will be re-encoded by NDM
Medium Rectangle	300 x 250	40 kb GIF/JPG/SWF	<ul style="list-style-type: none"> If supplying SWF, please submit your FLA in CS3 with all fonts used. Do not include a clickTag in your FLA. Cannot be 3rd party served
Leaderboard	728 x 90	40 kb GIF/JPG/SWF	<ul style="list-style-type: none"> Creative can be 3rd party served

ADDITIONAL GUIDELINES

- All executions must use the following PSD template: http://sops.news.com.au/adspecs/templates/trailer_royale_template.zip
- All creative elements (with the exception of the Leaderboard) cannot be 3rd party ad-served. Creatives can be impression and/or click tracked.
- Creative design should be optimised for a 1280 x 1024 screen resolution – avoid placing integral branding or call-to-action elements outside this area. Please consider placing any branding/call-to-action above the fold as the Trailer Royale only opens on user-initiation through the medium rectangle.
- All Flash files must have a minimum of two frames. The first frame of the timeline must be left blank (eg: no movie clips, sound or graphic objects on 1st frame).

NDM RICH MEDIA: CATALOGUE

Individual components cannot be 3rd party served (leaderboard excepted). 3rd party click and impression tracking is supported.

COMPONENT	DIMENSIONS	MAX. FILE SIZE / FORMATS ACCEPTED	NOTES
Source PDF (required)	---	5 mb PDF only	<ul style="list-style-type: none"> Portrait orientation pages only Landscape pages will be resized onto a 820x1160 white background Maximum of 20 pages
Medium Rectangle (required)	300 x 250	40 kb GIF/JPG/SWF	<ul style="list-style-type: none"> Cannot be 3rd party served SWF files must be published in Flash 9 using Action Script 2
Leaderboard (required)	728 x 90	40 kb GIF/JPG/SWF	<ul style="list-style-type: none"> Can be 3rd party served
Client logo (required)	180 x 75	15 kb PNG only	---
Background image (optional)	998 x 750	40 kb PNG only	<ul style="list-style-type: none"> Default opaque black background will be used if not supplied
QR code image (optional)	248 x 248	20 kb PNG only	---
Social Integration & Sharing (optional)	---	Text/Click-thru URL	<ul style="list-style-type: none"> Facebook: URL to online or client-hosted catalogue for download Twitter: Message copy and URL (max. 140 characters in total)
Store Finder (optional)	---	Click-thru URL	<ul style="list-style-type: none"> URL to client-hosted store locator page

IN-STREAM VIDEO ADS

Note: NDM's current video players are VAST 2.0 compliant for Pre-Roll ads only. Full VAST support for companions and non-linear ads will be available soon.

COMPONENT	DIMENSIONS	MAX. FILE SIZE / FORMATS ACCEPTED	NOTES
Pre Roll (non-VAST)	16 : 9 aspect ratio Max duration: 15 seconds	20 mb MPEG/AVI/MOV	<ul style="list-style-type: none"> High quality digital formats only Submit assets larger than 2mb through FTP or alternate file delivery method Source video will be re-encoded by NDM
Pre Roll (VAST redirect)	16 : 9 aspect ratio Max duration: 15 seconds	2 mb streaming MP4 (h.264 codec)	<ul style="list-style-type: none"> VAST redirects are supported for Pre-Roll only
Companion - Medium Rectangle	300 x 250	40 kb GIF/JPG/SWF	<ul style="list-style-type: none"> Creative can be 3rd party served
Overlay	450 x 50	15 kb GIF/JPG/SWF	<ul style="list-style-type: none"> Overlay ads serve in content of greater than 30 seconds only Creative can be 3rd party served

EMAIL NEWSLETTERS: DISPLAY ADS

Note: For animated GIF newsletter creatives please ensure your call-to-action is on the first frame of the creative, as most desktop email software clients do not support animated images. For this reason we recommend using JPGs or static GIFs.

NEWSLETTER	DIMENSIONS	MAX. FILE SIZE	FORMATS ACCEPTED
The Australian Capital Circle The Australian Business Briefing The Australian IT Ping PerthNow Business The Mercury Carsguide Getprice News.com.au Travel SA Business Journal	300 x 250	40 kb	Site-served GIF/JPG, DFA internal redirects or 3rd party standard image re-directs only
AdelaideNow Courier Mail Daily Telegraph Herald Sun News.com.au Newspulse PerthNow	300 x 250 (x2)	40 kb each	
Weekly Times	300 x 250	40 kb	
	468 x 60	20 kb	

EMAIL NEWSLETTERS: DISPLAY ADS (continued)

NEWSLETTER	DIMENSIONS	MAX. FILE SIZE	FORMATS ACCEPTED
Homelife	600 x 74 300 x 250	40 kb each	GIF/JPG images only. Cannot be 3rd party ad-served, click tracking permitted
Taste, Body & Soul	300 x 250	40 kb	
Vogue – Club Vogue	Image: 185 x 125 Heading: 25 characters Body: 65 characters (not including spaces or punctuation)	40 kb	
Moshtix – Moshguide (standard)	300 x 250	40 kb	Site-served GIF/JPG, DFA internal redirects or 3rd party standard image re-redirects only
Moshtix – Moshguide (custom)	620 x 300	100 kb (combined total of all elements)	<ul style="list-style-type: none"> ▪ Self-contained HTML file which will be inserted into the Moshguide template ▪ All images to be hosted on clients own server ▪ Tracking and click through links are the responsibility of the client ▪ HTML must be as simple as possible (ie. only text, images and hyperlinks) ▪ No embedded Flash files or video accepted

EMAIL NEWSLETTERS: SOLUS EMAILS

GENERAL GUIDELINES

- Creative must be submitted as finished HTML. PSDs or PDFs will not be accepted.
- Maximum width: 550 pixels, maximum height: 1000 pixels
- Finished HTML File should not be more than 100kb in size
- All required click-through tracking should be embedded prior to creative submission
- All HTML code should be run through the [W3C Validator](#) prior to creative submission
- Incorrectly submitted creative will be returned for revision
- Subject line character length: 50 characters (incl. spaces and punctuation)

ADDITIONAL GUIDELINES: HTML

Important note: HTML email documents have a tendency to render with slight inconsistency among a variety of email clients. The information presented in this document is essential in ensuring a quality, consistent outcome across the most common email platforms. *Please note that failure to adhere to these recommendations, PARTICULARLY HTML CODE, may impact campaign effectiveness, delivery scheduling / timelines and end-user experience.*

- Do not use <div> tags in email production as the box model is not supported by a majority of e-mail clients; instead use Tables for e-mail layout.
- Do not use CSS classes as they are not supported across all email clients and will cause inconsistent rendering.
- Do not use use rowspan as it won't render consistently.
- Set cellpadding and cellspacing to 0 on the table elements.
- Use line-breaks (
) instead of paragraphs (<p>) to ensure a more consistent rendering.
- Do not use CSS definitions in the head of the e-mail, use in-line CSS <TD> instead as this will ensure the highest specificity and correct rendering.
- Do not use using decimal values for font size in the creative (use 15px instead of 15.5px).
- Do not use padding or margin attributes as some email clients, such as Outlook 2007 do not support them. Use blank <td> tags with spacer images, or use alignment techniques with nested tables where necessary.
- 1px by 1px transparent GIFs may be stretched in order to define custom spacing within table cells. It is also advisable to define width (or height) for <td> cells as well since some email clients render default spacing for tables differently.

EMAIL NEWSLETTERS: SOLUS EMAILS (continued)

- Do not use empty lines of code and spaces in between an tag and </td> tag. Some browsers may read this as an actual space in overall layout and this can lead to misaligned graphics.
- More email clients are blocking images by default. To combat this trend, include compelling alt tags to grab the user's interest and encourage them to click, "display images".
- Do not use negative tracking in the copy as this is not supported by email clients and will produce rendering inconsistencies during the production.
- File size considerations - To reduce the likelihood of being caught in spam filter, the total email weight must be a maximum of 100kb.
- Do not use HTML anchor targets

ADDITIONAL GUIDELINES: DESIGN CONSIDERATIONS

- Images should not make up more than 50% of the email. Do not use Background images.
- Do not use vertically aligned content regions where height is determined by text, since some email clients, such as Outlook 2007, display blocks of text with slightly different leading and kerning.
- Do not use Forms within email.
- You must explicitly define colour values in order to override defaults. Example, URLs and email addresses (even when not hyperlinked) will appear as links in Gmail.
- All image tags should include width and height attributes.
- Do not use Flash or animated GIFs as they are not supported across all email environments.
- Include at least one non-graphical call to action above the fold.

TABLET DEVICE APPS: APPLE IPAD & SAMSUNG GALAXY TAB

GENERAL GUIDELINES (ALL TABLET DEVICE CREATIVES):

- Creative guidelines are consistent across iPad and Android platforms to ensure maximum compatibility and to reduce design overheads for advertisers. Flash-based creatives are not accepted.
- As all creatives are designed to display correctly when the user is offline, impression tracking/reporting is not supported. 3rd party ad-serving of any creative element is not supported, however 3rd party click tracking is permitted.
- A 100 x 55 pixel close button (not required in the creative) will be placed by the app on the top right corner of the ad. Close behaviour is handled by the app; please ensure that no advertiser branding or call-to-action content is present at this location.
- Creative will be served in a 4:3 aspect ratio inside the UIWebView container of the app and scaled down where required for smaller resolution devices.
- Please ensure your destination or landing page will be viewable to mobile device users eg. Avoid using Flash navigation elements.
- NDM will provide full testing upon receipt of all creative elements built to correct specifications. Non-compliant creative elements will be returned for revision and may result in scheduling delays.

FULL PAGE AD: STATIC IMAGES

A **Static Image Full Page Ad** is a simple execution which switches between two images as the user changes the orientation of their device. Each image can have a different click through URL if required which will be activated when the user taps the creative. At least one pair of portrait and landscape images must be supplied, which NDM will use to build the finished creative.

DEVICE	APP NAME	PORTRAIT DIMENSIONS	LANDSCAPE DIMENSIONS	MAX. FILE SIZE	FORMATS ACCEPTED
iPad	The Australian	768 x 984	1024 x 728	100kb per image	PNG (for vector/line graphics) JPG (for photo/complex graphics)
	all other Mastheads	738 x 984	970 x 728		
Samsung Galaxy Tab	The Australian				

TABLET DEVICE APPS: APPLE IPAD & SAMSUNG GALAXY TAB

FULL PAGE AD: CUSTOM HTML5

Custom HTML5 Full Page Ads provide advertisers with the flexibility and freedom to design their own execution using HTML5, CSS and JavaScript, within some basic guidelines to ensure a consistent user experience.

- The authoring of all HTML, JavaScript or CSS code is the sole responsibility of the creative agency and must comply with HTML5 and W3C standards. Please ensure your code is run through a W3C HTML validation script before submission.
- A combined portrait/landscape ad creative will be served as a single orientation aware HTML5 creative, which will need to handle a change from portrait to landscape and vice-versa.
- Total size of a Full Page creative including inline images, HTML, CSS and JavaScript etc. must not exceed **256 kb**.
- All external resources (CSS, JavaScript, fonts and images etc.) must be inline within the HTML using **base64 encoding**. *This is essential for ads to display correctly when the user is offline.*
- In the event of creative development/submission delays, we strongly recommend that all HTML creatives are accompanied by an alternative **Full Page Static Image** creative (please see above) which can be served initially to avoid delays in your campaign commencement.
- We recommended that all CSS and JavaScript be minified for optimal delivery and user experience. It is also recommended that lossless compression be applied to images via tools such as [Smush-It](#) or [OptiPNG](#) prior to base64 encoding.
- For optimum performance and readability you must ensure that external resources such as JavaScript and CSS are placed in the head tag rather than in the body of the HTML creative.

ADDITIONAL GUIDELINES: VIDEO IN FULL PAGE ADS

- Large video files should be submitted via FTP or alternative file delivery service
- Video files may be hosted and re-encoded by NDM for optimised delivery.
- Video duration is limited to 60 seconds, irrespective of video delivery mechanism or hosting location.
- There is no limit to the bit rate currently, however the total data transferred for the video must not exceed 5 mb if hosted by NDM or not served by an external streaming server.
- Larger videos must be hosted at a client-provided streaming server and delivered to the creative via MMS or RTSP protocols.
- If the video is being streamed by the client then a 64kbps low bandwidth stream must be provided in addition to the primary stream.
- Video container/player must show a loading indication while video is downloading or buffering.
- Video must be user initiated and must not play automatically upon creative loading.
- Video must be encoded using the H.264 codec in .m4v, .mp4 or .mov file formats.

INLINE ADS: STATIC IMAGES

- Formats accepted – static image only in JPG or PNG format. Video, JavaScript, Flash or HTML is not permitted
- Maximum file size - 40kb
- Dimensions – 200 x 400 pixels
- Creative does not need to be orientation-aware
- Inline ads are not currently available in The Australian Android app

REFERENCES: HTML₅ FULL PAGE CREATIVES

W3C HTML Validator

<http://validator.w3.org/>

Apple Technical Note TN2262 – “Preparing Your Web Content for iPad”

<http://developer.apple.com/library/safari/#technotes/tn2010/tn2262/index.html>

Safari HTML Reference

<http://developer.apple.com/library/safari/#documentation/AppleApplications/Reference/SafariHTMLRef>

Safari CSS Reference

<http://developer.apple.com/library/safari/#documentation/AppleApplications/Reference/SafariCSSRef>

Smush-It

<http://www.smushit.com>

Opti-PNG

<http://optipng.sourceforge.net/>

Online base64 encoder/decoders

<http://www.motobit.com/util/base64-decoder-encoder.asp>

<http://www.opinionatedgeek.com/dotnet/tools/base64encode/>