

***newad.***

*Guidelines*

# *User Experience*

## *Technical Specifications*

- Creatives may not exceed a 40KB initial load. Additional load must be “polite” and may not exceed 80KB
- Creatives may not expand past ad unit boundaries unless they are Rich Media ads built according to the specifications described under the section “Expandable”
- All creatives must be free of applications including, but not limited to, ActiveX®, viruses, exit pops, spyware, and malware
- 3rd party ads containing Flash® must not exceed 50% of a user’s CPU. Common causes of high CPU use are continued animation, heavy animation sequences, and animation that surpasses the 30-second limit. If applicable, you can use the Task Manager feature in Windows to check for compliance with this rule.
- All creatives must open in new windows. The target window for the click-through URL must be set to “\_blank” so the click-through will open in a new window. Do not leave the “target” statement undeclared.
- Creative coding may not use cross-domination scripting or set cookies in unapproved domains.

## *Adobe®Flash® creatives*

- Creatives must be built to use Flash® versions 4 through 9 using ActionScript® 2.0 format (or earlier) with a maximum 8 FPS.
- A SWF file should be accompanied by a GIF creative (default image). If the browser doesn’t support the Flash® version used for your creative, the default image will be served
- The last frame of the animation must include the following code in
- ActionScript® : “stop()”.
- The click Tag layer must be included and should be the topmost layer.
- A maximum of two click Tags in a single creative should be used.
- Creatives must support generic click tracking.
- 3rd party served Flash® ads must have a “WMODE” set to “transparent” in their object/embed code.
- 3rd party served Flash® ads using CSS style should not include “Z-index” parameter.

## **Expandables**

We do not accept any expanding unites unless they include the following:

- a) They must expand on rollover or click, NOT on download of the unit and they must snapback when you move your mouse off the unit.
- b) Close "x" on the edge of the original unit (upper right or left).
- c) Z-index must be set to below 40.
- d) Expand buster server side file required.
- e) Expandable panel cannot have a transparent background.
- f) All expandable standard ad sizes must be 3rd party served.

**IMPORTANT:** Newad Online does not host any Flash® files for expanding ad units. Please forward raw java script tags.

Please note that not all of the publishers will work with current accepted expandables. Therefore please consult your sales representative BEFORE creative execution.

## **General Information**

- We accept IFRAME tags
- We accept in-banner surveys, but no floating layers or pop-ups.
- 3rd party tags must be allowed for click tracking by our ad server via a click URL macro or redirect.
- All creatives must function uniformly on both Mac® and PC formats as well as multiple browser versions of Google Chrome®, Internet Explorer®, Safari® and Mozilla Firefox®.
- Audio permitted but it must be user-initiated, on click.
- All creatives must be designed with a solid background colour to avoid unwanted colour conflicts with the displaying page.
- Please notify Newad Online before making a creative swap.
- Campaigns running creatives which do not meet specs WILL be paused.

## **Creative Submission**

- All ads, including those running through 3rd party code, must be submitted to Newad Online for approval and implementation.
- Advertisers should contact Newad Online at least one (1) business day before rotating new ads into an existing ad campaign and provide those new ads for review.
- Submit all creatives to your sales representative.

**IMPORTANT:** Please note that any delay in creative submission will result in a delay of campaign launching.

# **Leaderboard – 720 X 90**

Size (max): 39K

Time limit (max): 3 loops max (for a maximum duration of 30 seconds)

Expandable (max): 728x270

## **Flash**

Z-index: 100,000

Version 4, 5, 6, 7, 8, 9

Clicktag: IAB universal Clicktag

## **Format**

Jpg, gif, flash

Important: Default image banner (jpg or gif) must be provided with Flash creative (max 39K)

## **Close Button**

Must close on (Release)

Please refer to close button in a creative, Expandable ads & Video in the User Experience section.

## **Example:**



## **Big Box – 300 X 250**

Size (max): 39K

Time limit (max): 3 loops max (for a maximum duration of 30 seconds)

Expandable (max): 600x250

### **Flash**

Z-index: 100,000

Version 4, 5, 6, 7, 8, 9

Clicktag: IAB universal Clicktag

### **Format**

Jpg, gif, flash

Important: Default image banner (jpg or gif) must be provided with Flash creative (max 39K)

### **Close Button**

Must close on (Release)

Please refer to close button in a creative, Expandable ads & Video in the User Experience section.

### **Example:**



## **Skyscraper – 160 X 600**

Size (max): 39K

Time limit (max): 3 loops max (for a maximum duration of 30 seconds)

Expandable (max): 320x600

### **Flash**

Z-index: 100,000

Version 4, 5, 6, 7, 8, 9

Clicktag: IAB universal Clicktag

### **Format**

Jpg, gif, flash

Important: Default image banner (jpg or gif) must be provided with Flash creative (max 39K)

### **Close Button**

Must close on (Release)

Please refer to close button in a creative, Expandable ads & Video in the User Experience section.

### **Example:**

