

creative specifications

Leaderboard

728x90, max file size: 30k flash, 20k animated gif or jpg, not on homepage, no expanding Leaderboards – only push-down leaderboards (max depth 350)

Banner

468 x 60, max file size: 30k Flash, 20k animated gif or jpg – served into Leaderboard position

MarginSkyscraper

160x600 , max 30k Flash, 20k animated gif or jpg (max left-only expanded area: 400)

Skyscraper

120 x 600, max 30k Flash, 20k animated gif or jpg (max left-only expanded area: 400), served into marginSky position (except e-mails, where gif only is served)

MPU (Medium Rectangle)

300 x 250, max 30k Flash, 20k animated gif or jpg

Button

125 x125 (or 120x60), max 8k Flash, 5k gif, animated, or non-animated with max one URL link, max 20 words text and 1 pixel border

Pop-ups

250 x 250 or less, max 30k

Video pre-roll - please ask for separate specifications

Flash creatives (Flash 6 recommended) require gif backups. No sound or flashing creatives will be accepted; Unlimited looping; 20 character alt txt limit. Maximum of 6 creatives per format. Third-party served Flash ads must be have a wmode set to 'opaque' in object/embed code.

SMS - please ask for separate specifications

Rich Media Overlay and DHMTL 'floating' formats

subject to testing (see next slide). Preferred partners: www.tangozebra.com & www.eyebalster.com

Please note: all flash files over 30k will be returned.

Third-party surveys only by arrangement. thelondonpaper.com reserves the right to refuse any creative.



Assets

Creatives or third-party redirects must be sent for technical sign-off to NIPD Ad Traffic, our dedicated traffic operations team based at News International (NI), who are responsible for trafficking all advertising campaigns on the thelondonpaper.com network.

Delivery

all creatives should be sent to adtraffic@newsint.co.uk and cc'd to your sales contact.

NIPD Traffic Operations Manager

Nigel Edmund-Jones - 020 7782 1497 or nigel.edmund-jones@newsint.co.uk

Testing

Up to 3 working days must be allowed for .gif/jpg serving and 5 days for rich media testing. Proven rich media formats served by our preferred partners (Tangozebra.com and Eyeblaster.com) take considerably less time.

Please note

To avoid impression-reporting discrepancies: if you are using DFA (DoubleClick's Dart for Agencies) ad-serving solution then Internal Redirect (we do not accept iframe tags) DFA tags must be sent that are programmed as 'interstitial ad type' and launch from DFA. Tags not generated in this manner may produce a discrepancy of around 20% between agency DFA and NI's DFP impression and click stats, in which case DFP figures will be considered final. If you are not using DFA then a discrepancy level of around 10-20% may occur for all ad formats. NI's DFP ad-serving stats will be considered final in all instances.

All assets received after midday of the day before campaign live launch will be considered 'late creative' and will be subject to campaign limitations.

Specifications for all acceptable rich media formats on thelondonpaper.com are registered with (and accessible from) the following preferred providers: www.tangozebra.com (0207 535 9959) & www.eyebalster.com (0207 831 9391)

Please see following slides for full example of rich media specifications, but refer to online sites for current details.

thelondonpaper.com uses the DART interstitial ad type and ClickTag click-counting methodology.

Please ask for the DoubleClick flash designers' guide.

