



## **Creative Guidelines**

### **Leaderboards, Banners and Skyscrapers**

You need to make sure that all flash creative is published in flash 8 or above, no more than 35kb initial load size and a frame rate of 18 or under.

All creative needs to have 'click to initiate sound' function as opposed to rollover.

### **Leaderboards**

We need all leaderboards in .swf or .gif format.

Leaderboards are accepted on Heart Network, Capital Network, Classic FM, Choice FM, LBC, and XFM where we'll need your creatives in 728 pixels by 90 pixels.

But, please remember that all creative are subject to editorial approval. To make sure your campaign starts on schedule we need standard creative delivered by email at least 2 working days before the campaign start date.

All rich media creative must be received 3 working days before a campaign begins, be 'click to expand' and have user initiated sound.

### **Technical Specs**

Creative size - 728 pixels by 90 pixels

Expandable size - 728 pixels by 300 pixels (expanding down)

Max file size (not including polite loading ads) - <50kb

Polite loading - Initial load must be <30kb with a max of 1mb

## **Banners**

All banners need to be supplied in a .swf or .gif format and are accepted on Gold. This creative needs to be 468 pixels by 60 pixels in size and all creative is subject to editorial approval. To ensure a campaign starts on schedule we require standard creative delivered by email at least 2 working days before the campaign start date.

All rich media creatives must be received 3 working days before a campaign begins and be click to expand and have user initiated sound.

## **Technical Specs**

Creative size - 468 pixels by 60 pixels

Expandable size - 468 pixels by 300 pixels (expanding down)

Max file size (not including polite loading ads) - <50 kb

Polite loading - Initial load must be <30kb with a max of 1 MB

## **Skyscrapers**

Skyscrapers need to be supplied in a .swf or .gif format and all of our sites take them at a creative size of 120 pixels by 600 pixels. All creative is subject to editorial approval and to ensure a campaign starts on schedule we require standard creative delivered by email at least 2 working days before the campaign start date.

All rich media creatives must be received 3 working days before a campaign begins, be click to expand and have user initiated sound.

Creative size - 120 pixels by 600 pixels

Expandable size - 300 pixels by 600 pixels

Skyscrapers expand right apart from on *ChoiceFM, Gold and LBC* where they expand to the left.

Max file size (not including polite loading ads) - <50kb

Polite loading - Initial load must be <30kb with a max of 1mb

## **MPU and Half Page (Filmstrip)**

### **MPU**

**MPU's are available on all sites and need to be** supplied in a .swf or .gif format and built in AS2 in flash v8 or above.

The MPU is **300 pixels by 250 pixels and will be** subject to editorial approval, like all of our creatives. To ensure a campaign starts on schedule we require creative delivered by email at least 2 working days before the campaign start date.

One to remember; all rich media creatives must be click to expand and have user-initiated sound and we can't expandable ads on our tuners.

### **Technical Specs**

Creative Size - 300 pixels by 250 pixels

Expandable Sizes - 300 pixels by 500 pixels or 400 pixels by 400 pixels

MPUs expand left or left and down

Load file size - 30kb

Max file size - 50kb

### **Half Page (Often known as filmstrip)**

**These creatives are only available on Classic FM and must be supplied in a .swf or .gif format and built in AS2 in flash v8 or above, or supplied via a 3rd party tag.**

Our half page or 'filmstrip' size is 300 pixels by 600 pixels and will be subject to editorial approval. To ensure a campaign starts on schedule we require creative delivered by email at least 2 working days before the campaign start date. Oh, and all rich media creatives must be click to expand and have user-initiated sound, but we can't use expandable ads on our tuners.

## **Technical Specs**

Creative Size - 300 pixels by 600 pixels

Expandable Sizes - 600 pixels by 600 pixels

Expand left

Click to Expand

Load file size - 30kb

Max file size - 50kb (1.5mb if 3rd party served)

For the IAB guidelines please visit:

[www.iab.net/guidelines/508676/508767/displayguidelines](http://www.iab.net/guidelines/508676/508767/displayguidelines)

## **Rich Media and Billboard Guidelines**

### **Rich Media**

Any expandable media that you send over to us needs to be 'click to expand'.

### **Skins/Gutter Ads**

**These are accepted on all Global Radio websites.**

### **Technical Specs**

Creative size -(Capital, Heart and Classic content width 980 pixels).

Load file size for jpgs - <100kb

And they must fade to the website colour at bottom of the ad.

Please allow 2-3 days for testing of these creatives.

### **Player Video Overlay Pre-roll**

The video overlay will on top of the player and play a short video clip to users. It will have a fully designed background, which can be fully integrated into the sponsorship.

For this, we will need all the associated assets delivered at least 7-10 working days before the campaign starts. These include a high-res logo,

the colour palette, fonts and any other images relating to the campaign - must be high-res.

A sponsorship includes a background image with client branding and message which is 360 pixels by 518 pixels and 40kb in size (but please be aware that a message appears at the top which requires a safe zone of 40 pixels) and a video (less than 30 seconds) playing with audio [minimum 320 pixels wide].

We make sure all of our ads have a 'close' button, so please make sure your does before you send it over to us.

### **Player Animated Overlay**

In Global terms, an animated overlay will go on top of the player and play a short animation. It will have a fully designed background, which can be fully integrated into the sponsorship.

For this, we will need all assets delivered at least 7-10 working days before the campaign goes live which includes a high-res logo, the colour palette, fonts and any other images relating to the campaign which must all be high-res.

A sponsorship includes a background image with client branding and message [360x518, 40kb] and please be aware that a message appears at the top which requires a safe zone of 40 pixels.

### **Billboards (Mastheads)**

Any billboards need to be supplied in a .swf, .gif format or a 3rd party tag and are accepted on the whole Heart Network, Capital Radio and Classic FM. Oh, and all billboards must be collapsible via a close button in the top right hand corner of the ad which turns them in to a 'mini-ad' with the dimensions of 980 pixels by 40 pixels.

There creative size here is 980 pixels by 250 pixels and we also accept the Standard You Tube dimensions of 970x250. All of our creative is subject to editorial approval and to ensure a campaign starts on

schedule, we require standard creative delivered by email at least 2 working days before the campaign start date. We'll need all rich media creatives 3 working days before a campaign begins and they'll need to be 'click to expand' and have user initiated sound.

### **Technical Specs**

Creative size - 980 pixels by 250 pixels

Expandable size - 980 pixels by 600 pixels (expanding down)

Load file size for swf/gifs - <200kb

### **Overlays**

If we're building the overlay for you then we'll use Flashtalking to serve it at a small fee (which roughly comes in at about £600). We recommend that for all of your rich media ads (expandable's, overlays, etc) you use a 3<sup>rd</sup> party ad server such as Mediamind/Flashtalking to serve them. If you're sending us content that expands or overlay content, please include a clearly visible close button at all times so that our users, should they wish to, can minimize the content when they want. Oh, and the ad unit mustn't block our logos or navigation bars.

When it comes to audio on display ads, please make sure it's only heard when the user interacts with the ad. There'll also need to be a mute button, just so the audio doesn't interfere with any other audio streams that might be playing. From an 'ad tag' perspective, we welcome all third party ad tags from all major ad servers but will also insert our '\_ADCLICK\_' click tracking into any third party ad tags we serve. But don't worry; this won't affect delivery of your campaign.

### **Expandable's**

#### **Expandable Skyscrapers -**

Expandable size - 300 pixels by 600 pixels

Skyscrapers expand right apart from on *ChoiceFM, Gold and LBC* where they expand to the left

## **Expandable Leaderboards -**

Expandable size - 728 pixels by 300 pixels (expanding down)

## **Expandable MPU -**

Expandable Sizes - 300 pixels by 500 pixels or 400 pixels by 400 pixels  
MPUs expand left or left and down

## **Tuner sponsorships**

For this, we will need all assets delivered at least 7-10 working days before the campaign goes live which includes a high-res logo, the colour palette, fonts and any other images relating to the campaign which must all be high-res.

A sponsorship includes:

A clickable player slide in rotation (carousel image) [320x240px, <16kb]

A clickable MPU [300x250, <50kb]

The main background [360x518, <40kb]

These will be fully designed to integrate with each other and the campaign and we can also include an audio, video or animated introduction.

## **Flash Creative Click Tracking**

When it comes to click tracking there are a few things to remember;

We need a back up .gif or .jpeg

All flash creative must be encoded with the 'getURL' action assigned to all clickable areas/buttons.

All creatives must be published in flash 8 or higher.

"clickTAG" must be entered as the URL, the expression dialog box checked, and the target Window "\_blank".

Any Flash creatives hosted by Global must use the “clickTAG” method of inserting a click URL.

Please note that later versions of Flash are case-sensitive, so the code below must be used as you see it here...

```
on (release) {  
  if (clickTAG.substr(0,5) == "http:")  
    getURL(clickTAG, "_blank");  
}
```