

THE
Medical Republic *Society deserves better*

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AD SUBMISSION DEADLINES



FIRST PARTY SERVED CREATIVE

Creative Type	Time Required
HTML5 Rich Media	5 business days - Creative will need to best staged and tested to ensure it meets the criteria.
Static Image / Animated GIF	3 business days
Solus EDM	5 business days - Creative will need to tested for text / image ratios and ensure content is beneficial
Custom Ad Units	Custom Ad Units

THIRD PARTY SERVED CREATIVE

Creative Type	Time Required
HTML5 Rich Media	3 business days - Creative will need to best staged and tested to ensure it meets the criteria.
Static Image / Animated GIF	3 business days

Notes

- Solus EDMs and all custom ad units are 1st party served.
- All creative can accepted as 3rd party click through urls and impression trackers (excludes Solus EDMs)

GUIDELINES & GENERAL SPECIFICATIONS



The following creative guidelines apply across the board, any exceptions will be noted on the specific creative section.

- All white or faint coloured creative must have 1px key line
- No strobing allowed
- No rapid animations allowed
- All embedded click throughs must open in new windows (in html terms a href must have a target="_blank")

Important Notes on file weights

The file weight limits detailed in this document are there to ensure that the creative is being delivered to our sites as quickly as possible. This is especially important for our user's mobile experience where speed of connection, bandwidth and handset capabilities are limiting factors.

Rich Media Guidelines

- Flash animation is not supported by Junkee Media and will not be trafficked to our sites.
- HTML5 is the preferred format for rich media creative
- File weights specified in this document are for initial load, all additional assets must be politely loaded.
- Animation is supported with the following guidelines
- Maximum animation length is 10seconds (recommended 6 - 8)
- Recommended frame length is 2 seconds
- Recommended frame transition is dissolve

HTML 5 Specific Notes

Our Ad Server, DFP Small Business, does not allow for the upload of HTML5 Zip archives. All HTML5 creatives must either be 3rd party served, or 1st party served as a single HTML file with all assets remotely hosted.

Rich Media Video Guidelines

- Video may autoplay but audio track must be muted
- Video files must be politely loaded

Rich Media Audio Guidelines

- Audio tracks must be user initiated and have the option to turn off via a toggle

Custom Creative Guidelines

Interstitials and OTPs

- File weights are strictly enforced
- Creative must only be static images. Animation and video are not supported.

Background Skins

- Creatives are subject to aesthetic assessment using the guidelines outlined in the dedicated section, Detailed Guidelines Skins

Exposure Ad Units

- Creative must only be static images. Animation and video are not supported.
- File weights are strictly enforced

AD SPECIFICATIONS



Mobile Standard Ad Units

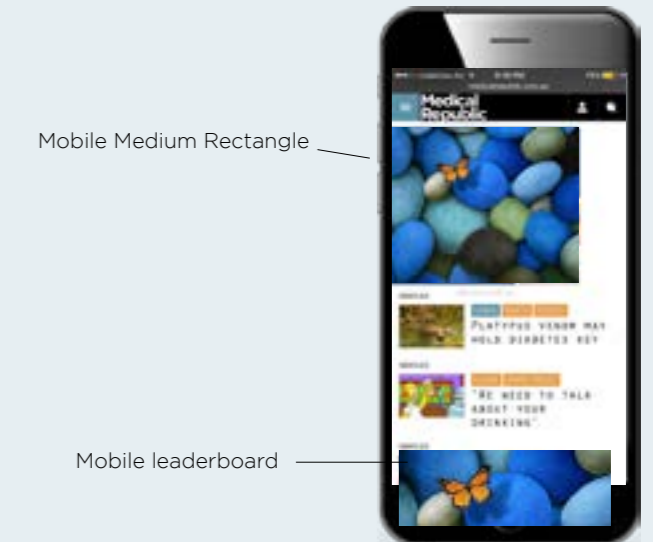
	Mobile Medium Rectangle	Mobile Leaderboard
Dimensions (pixels)	300x250	320x50
File Weight Limit	15kb	10kb
Formats	jpeg / gif	jpeg / gif
Animation Allowed	Yes	Yes
Animation Frame Limit	3	3
HTML 5 Support	Yes	Yes
HTML 5 File Weight	30kb	20kb
3rd Party Serving Support	Yes	Yes
3rd Party Click Through Support	Yes	Yes
3rd Party Impression Tracking Support	Yes	Yes

Mobile Custom Ad Units

	Mobile Interstitial / OTP
Dimensions (pixels)	600x700
File Weight Limit	75kb
Formats	jpeg / gif
Animation Allowed	No
Animation Frame Limit	n/a
HTML 5 Support	No
HTML 5 File Weight	n/a
3rd Party Serving Support	No
3rd Party Click Through Support	Yes
3rd Party Impression Tracking Support	Yes

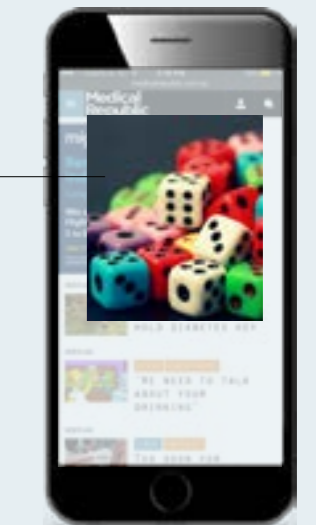
Notes

- The close "X" is not part of the creative.



Mobile Medium Rectangle

Mobile leaderboard



Mobile Interstitial / OTP

AD SPECIFICATIONS



Desktop Custom Ad Units - Interstitial

	Skins
Dimensions (pixels)	640x480
File Weight Limit	75kb
Formats	jpeg / gif
Animation Allowed	No
Animation Frame Limit	No
HTML 5 Support	n/a
HTML 5 File Weight	n/a
3rd Party Serving Support	No
3rd Party Click Through Support	Yes
3rd Party Impression Tracking Support	Yes



Desktop Custom Ads - Exposure

	Exposure
Dimensions (pixels)	990x900
File Weight Limit	100kb
Formats	jpeg / gif
Animation Allowed	No
Animation Frame Limit	No
HTML 5 Support	n/a
HTML 5 File Weight	n/a
3rd Party Serving Support	No
3rd Party Click Through Support	Yes
3rd Party Impression Tracking Support	Yes



Notes

- The Exposure ad unit is response and will behave like a Medium Rectangle on Mobile devices
- The ad unit is Premium and only appears in the content of long-form articles

AD SPECIFICATIONS



Newsletter Ads - Medium Rectangle

	Mobile Medium Rectangle
Dimensions (pixels)	300x250
File Weight Limit	200kb
Formats	jpeg / gif
Animation Allowed	Yes
Animation Frame Limit	3
HTML 5 Support	No
HTML 5 File Weight	30kb
3rd Party Serving Support	Yes
3rd Party Click Through Support	Yes
3rd Party Impression Tracking Support	No

Notes

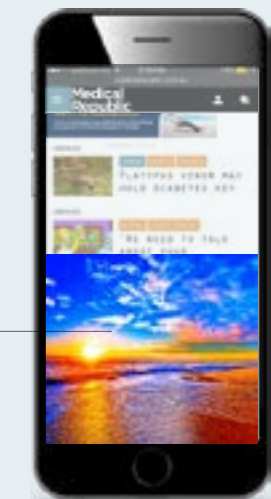
- The specs for this ad unit are identical to the mobile medium rectangle

Native Branding / Logo

	Native Branding Logo
Dimensions (pixels)	300x300
File Weight Limit	50kb
Formats	jpeg / gif
Animation Allowed	No
Animation Frame Limit	n/a
HTML 5 Support	No
HTML 5 File Weight	n/a
3rd Party Serving Support	No
3rd Party Click Through Support	No
3rd Party Impression Tracking Support	No



Newsletter Medium Rectangle



Branding logo

AD SPECIFICATIONS



Newsletter Ads - Solus Edm

	Mobile Medium Rectangle
Dimensions (pixels)	630x900
File Weight Limit	200kb
Formats	jpeg / gif
Animation Allowed	No
Animation Frame Limit	n/a
HTML 5 Support	No
HTML 5 File Weight	n/a
3rd Party Serving Support	No
3rd Party Click Through Support	No
3rd Party Impression Tracking Support	No

Notes

- All EDMs must click off to a promotion or competition which could directly benefit the recipient
- All EDMs will be spam tested upon receipt, if it doesn't pass the creative will be rejected
- The sending sights Header and Footer do not need to be included.

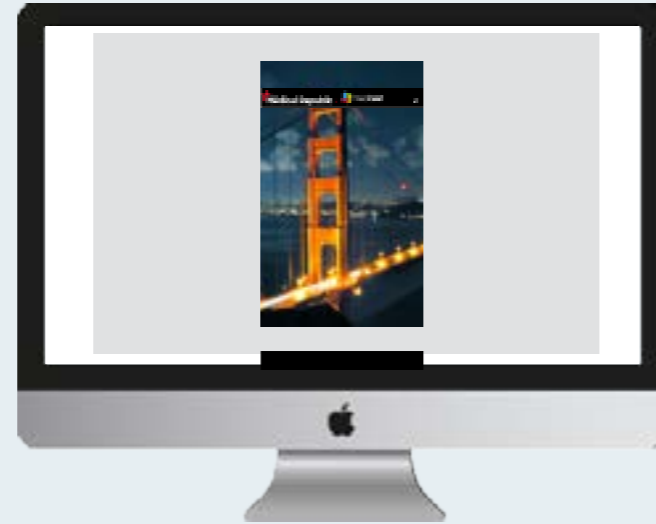
Tips for passing spam tests

- Subject line must have a clear call to action
- EDMs should incorporate the sending sites branding
- The EDM's content should be 70% copy and 30% imagery

Skin Evaluation

As a general rule skins should compliment the Billboard creative. This is best achieved by not distracting or drawing the readers attention away from the Billboard banner.

An example of how this is can be achieved is illustrated:



Billboard [970x250] background integrates with the skin. Can be achieved through transparent pngs.



Subtle supporting CTA close to the content container.

To avoid the appearance of two separate sides / panels the skin uses one complete, complimentary image.

Reserved for legals

CREATIVE AESTHETICS



Banners And Standard Creatives

For creatives to pass the aesthetic evaluation they should have a:

- have a clear call to action
- Destination page and call to action should be clearly related
- all copy should be large and clearly legible
- not be too interruptive
- should not trick the user into clicking on the ad
 - cursor icon
 - browser elements
 - window close elements

Examples of bad creative



AD SPECIFICATIONS



Site Creative Support Matrix

Site	Medium Rectangle	Leaderboard	Billboard	Skins	Halfpage	Exposure	Interstitial	Medium Rectangle	Interstitial	Leaderboard
AWOL	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
The Cusp	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
FasterLouder	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
inthemix	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
JUNKEE	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
messandnoise	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No

Site Product Support Matrix

Site	Page Takeover	Run of Site	Native	Exposure	Interstitial	Page Takeover	Run of Site	Native	Exposure	Leaderboard
AWOL	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	No
The Cusp	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	No
FasterLouder	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
inthemix	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
JUNKEE	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
messandnoise	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No

PRODUCTS & SITE SUPPORT



Full Page Takeovers

The following creatives are required for the Full Page Takeover activity:

- Desktop
- Billboard
 - Skin
 - Medium Rectangle
 - Halfpage

Mobile

- Mobile Medium Rectangle

Run Of Site Activity

Desktop

- Billboard or Leaderboard @ 728x90
- Medium Rectangle

Mobile

- Mobile Medium Rectangle

Contact

If you have any questions relating to the content of this document, please contact us by any of the means listed below.

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