INDUSTRY SITES AD SPECIFICATIONS

TRUCKSALES / CONSTRUCTIONSALES / FARMMACHINERYSALES
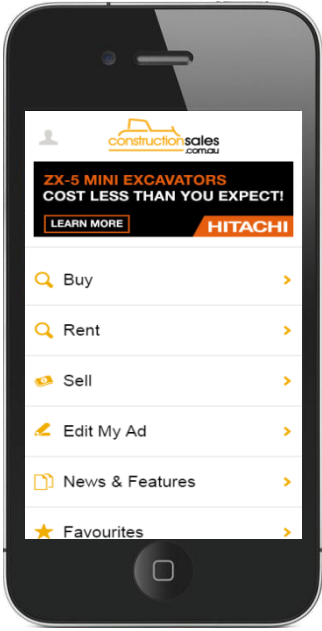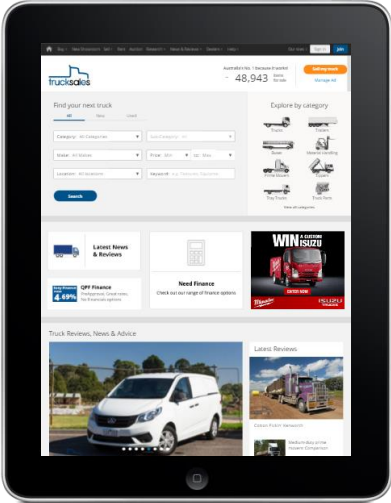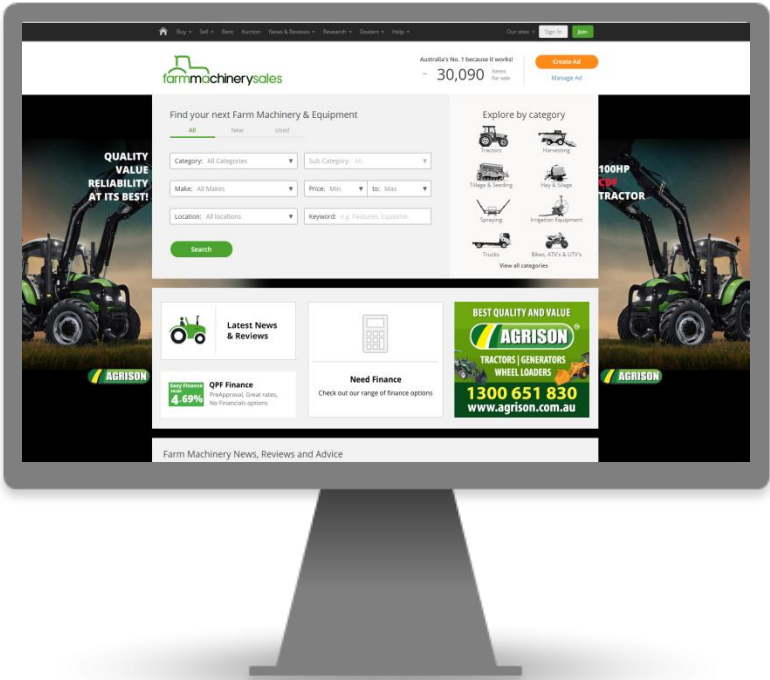
HTML5 AD SPECIFICATIONS

Hosting Options

- Rich Media HTML5 ads must be third party served via DoubleClick or Sizmek.
  Rich Media Creative for In-App requires MRAID.JS. Separate ad tags will be required.
  All third party tags must be SSL compliant (https).
- MediaMotive can serve raw HTML5 with all relevant files such as js, css and images being hosted by the client. JPEG and GIF images are also accepted.

Requirements

- Animation length: 30 seconds maximum.
- Looping: allowed.
- Frame rate: 24 fps
- Creative with a white or light coloured background must include a 1 pixel border.
- In cases where polite download is used, initial pre-load banner must not be left blank.
- Back up images must appear un-pixelated and all writing legible with clearly defined edges.
- Click through URL for Mobi and App should go to a mobile optimised site or dedicated mobile site.
- Creative must include click tags for publisher tracking. Download the build guide here.

Browser Support

Mediamotive strongly recommend that tags serving HTML5 creative render its Back Up Image on Internet Explorer 9 and earlier, as these browsers do not support all available features of HTML5. This is in line with best practice as stipulated by our major ad serving partners.

Timeline

- Creative materials due at least 10 working days before campaign launch to ensure technical compatibility and for approval.   MediaMotive advertising booking terms & conditions apply.
- For more information please contact: adops@mediamotive.com.au

HTML5 Standard Banner Specifications

Device	Banner Dimensions (w x h) px	Back Up Image	Banner Load
Desktop	300x250, 300x600, 728x90 450x90, 300x100 300x150	JPEG, GIF 80 KB Max	HTML5 100 KB Max
Mobile & Smartphone	300x50, 300x100, 300x250		

HTML5 Rich Media & Expandable Banner Specifications

Device	Initial Banner Dimensions (w x h) px	Back Up Image	Initial Banner Load	Expanded Panel Dimensions (w x h) px	Polite Load or User Initiated Expansion	User Initiated Video
Desktop	300x250	JPEG, GIF 80 KB Max	100 KB Max	600x250 Expand direction: Left	1 MB Max	2.2 MB Max
	300x600			600x600 Expand direction: Left		
	728x90			728x180 Expand direction: Down		
	120x600 450x90 300x100 300x250			N/A		
Mobile & Smartphone	300x50 300x100 300x250			Portrait: 320x480 Landscape: 480x320		

Video Specs

Video file type: MP4
Aspect ratio: 16:9 or 4:3
Video frame rate: min 24 fps, max 30 fps
Video duration: 15 or 30 seconds

- Video must be hosted by Doubleclick or Sizmek. Video can auto play with the sound muted.
- No looping on video allowed. Video replay button is permitted to appear at end of video play.
- Video player must have play, pause and mute/unmute controls.
- Video must end with a call to action (not a blank screen).

Expandable Banner Guidelines

- Initial Banner must include a clear call to action (eg: Click to expand).
- Ad expansion must be user initiated using one of the following methods:
  Click/Tap to expand: expanded panel launches on user click/tap. Ad retracts when the close button is clicked.
  Roll over to expand (desktop only): expansion is triggered on mouse rollover with a 2 second delay. Ad must retract on mouse roll off.
- A **close** button must be clearly displayed on the expanded panel.

HOMEPAGE – PRODUCT OF THE MONTH

Placement is built by MediaMotive and cannot be third party ad served.

Please supply the following assets:

Logo:	80x80px high res JPEG or PNG
Title copy:	Maximum of 18 characters including spacing
Body copy:	Maximum of 55 characters including spacing

Hosting
Placement is built and hosted by Mediamotive.
Third party tracking can be applied to track impressions & clicks.

Timeline
Creative materials due at least 10 working days before campaign launch to ensure technical compatibility and approval.
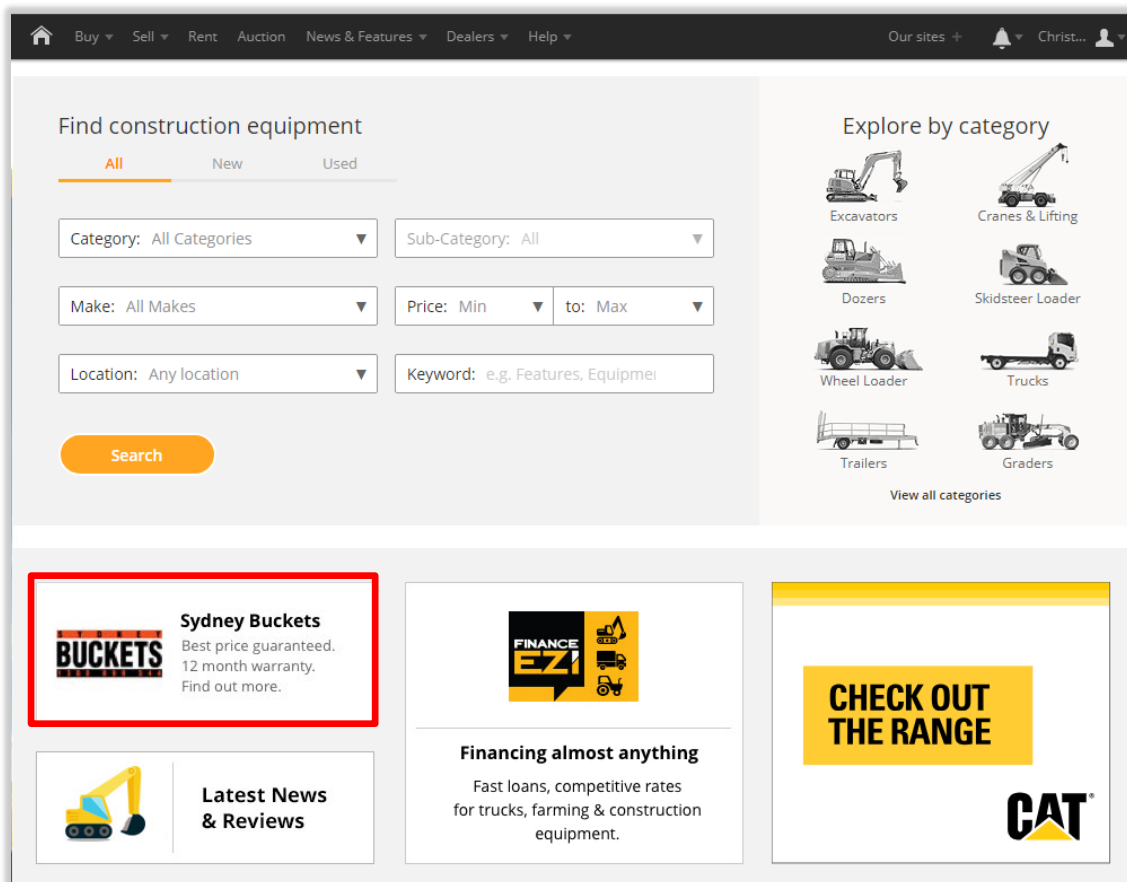
TILE AD SPECIFICATIONS (211X70)

Specifications:

Creative Dimensions: 211X70
Format: Static GIF
Image Size: 20kb (standard)
Click command: Supply separately
Impression tracking: 3rd Party tracking can be included if supplied.

Placement is hosted by MediaMotive and cannot be third party ad served.

Requirements:

- GIF image must appear un-pixilated, the message must be clear and all writing legible and clearly defined edges.
- Branding must be visible in all advertisements. This is to ensure that external campaigns are distinguishable from house placements.
- No block capital letters to be used (only at the start of the sentence).

Timeline:

- Creative material due at least 5 working days before campaign launch to ensure technical compatibility and approval.