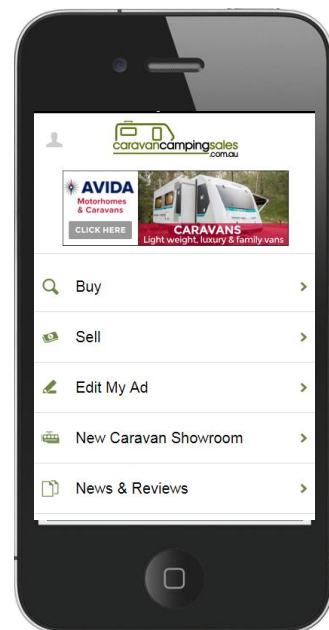
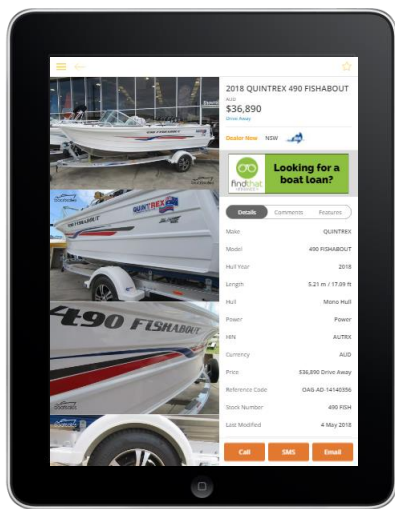
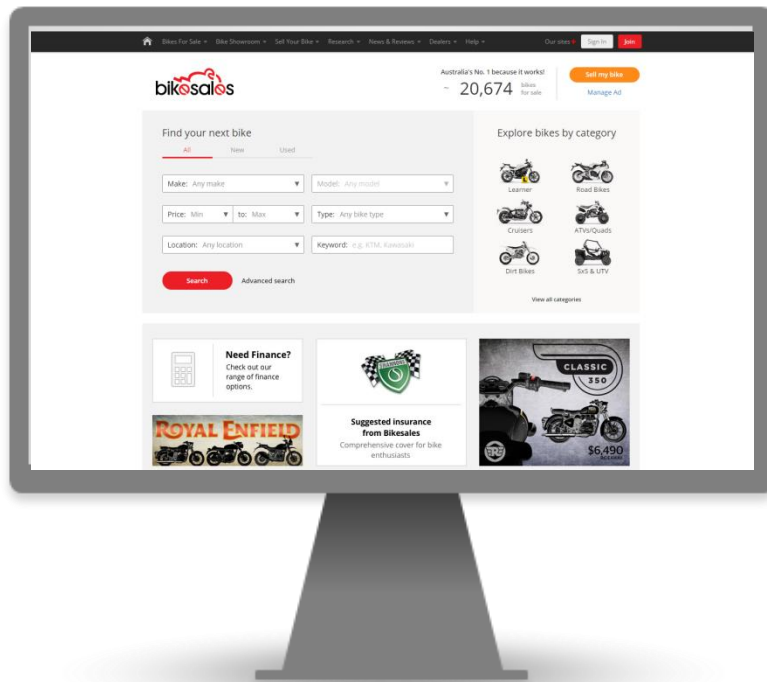


LIFESTYLE & LEISURE AD SPECIFICATIONS



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 120x600, 450x90, 300x100 300x150	JPEG, GIF 80 KB Max	HTML5 100 KB Max
Mobile & Smartphone	300x50, 300x100, 300x250		
Tablet	300x250, 680x75, 680x610		

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; right		
	728x90			728x180 expand direction; down		
	120x600 450x90 300x100 300x250			N/A		
Mobile & Smartphone	300x50 300x100 300x250			Portrait: 320x480 Landscape: 480x320		
Tablet	300x50 300x250			Portrait: 768x1024 Landscape: 1024x768		
	680x75 680x610					

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 TILES

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

Please supply the following assets:

Logo Size: 100x80px static JPEG or GIF

Copy: 60 characters max including spaces.

Click tracker/URL: Supply separately

Impression tracking: 3rd Party tracking can be included if supplied.

Requirements:

- GIF image must appear un-pixelated, 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. For any placement to be deemed acceptable, at minimum there must be mention of the brand/or model in the artwork. Where text inclusion is allowed, it is acceptable for the brand/model not to be included in the artwork as long as the brand and/or OEM website are included in the 60 characters of text.
- 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.
- Mediamotive reserves the right to reject creative that appears pixelated, blurry or illegible.

The screenshot shows the homepage of boatsales.com.au. At the top, there is a navigation bar with links for 'Boats For Sale', 'New Boat Showroom', 'Sell Your Boat', 'News & Reviews', 'Dealers', 'Research', and 'Help'. A 'Sign In' button and a 'Join' button are also present. The main header features the 'boatsales' logo, the text 'Australia's No. 1 because it works!', and a counter showing '18,857 boats for sale' with a 'Sell my boat' button and a 'Manage Ad' link.

The main content area is divided into two columns. The left column is titled 'Find your next boat' and contains search filters for 'Boat Type', 'Price', 'Location', 'Make', 'Usage', and 'Keyword'. A 'Search' button and a link to 'Advanced search' are at the bottom of this section. The right column is titled 'Explore by category' and lists various boat types: 'Leisure', 'Cruiser', 'Jet Ski', 'Ski Boat', 'Fishing', and 'Sail', each with a representative image. A 'View all categories' link is at the bottom.

A red box highlights a 'Sponsored' tile for 'Finance Ezi'. The tile includes the 'FINANCE EZI' logo, the text 'Fast Pre Approval for Boat Finance. Great Service, Low Rates', and a 'Speak to the Boat Finance Specialist' button. Other tiles in the 'Sponsored' section include 'Custom Dry Docks' and 'Sea Fox Boats'.

Below the sponsored tiles, there are several other promotional tiles: 'Get Boat Insurance', 'Latest News & Reviews', 'Need Finance', and a Holden advertisement for a Trax LS Manual Driveaway priced at \$23,990 with 3 years free scheduled servicing.

LIFESTYLE & LEISURE HOMEPAGE – PRODUCT OF THE MONTH

Specifications:

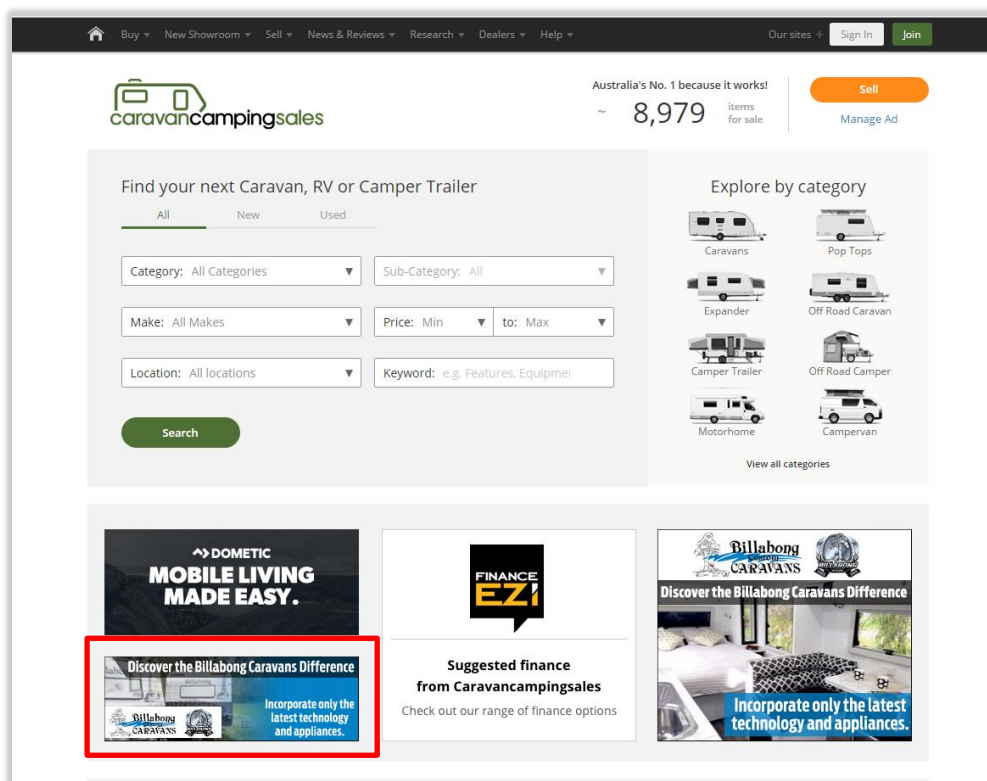
Creative dimensions:	300x100
Format:	Static GIF
Image file size:	20kb
Click command:	Supply separately
Impression tracking:	3rd Party tracking can be included if supplied.

Requirements:

- Placement is hosted by MediaMotive and cannot be third party ad served.
- GIF image must appear un-pixelated; 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. For any placement to be deemed acceptable, at minimum there must be mention of the brand/or model in the artwork.
- 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.
- MediaMotive reserves the right to reject creative that appears pixelated, blurry or illegible.



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.

Requirements:

- Placement is hosted by MediaMotive and cannot be third party ad served.
- GIF image must appear un-pixelated, 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.
- MediaMotive reserves the right to reject creative that appears pixelated, blurry or illegible.

The screenshot shows a website interface for caravans. At the top, there is a navigation bar with links like 'Buy', 'New Showroom', 'Sell', 'News & Reviews', 'Travel', 'Research', 'Dealers', 'Dealer Specials', and 'Help'. Below the navigation bar is a banner advertisement for 'WIN \$15,000 CASH & DISCOVER AUSTRALIA' with a 'REQUEST A QUOTE AND WE'LL CALL YOU' button. The banner is highlighted with a red box. Below the banner, there are three smaller ads: 'CAMEC Washing Machine', 'THETFORD MOBILE TOILET & KITCHEN SOLUTIONS', and 'DEXTER SWAY CONTROL ENHANCES TOWING SAFETY'. The main content area shows search results for '2006 Winnebago Alpine' with a price of '\$164,990*' and a 'SHOWCASE' badge. The search results also include a 'Refine Search' section with filters for 'Ad Type' (Dealer New, Dealer Used, Dealer Near New, Private Used) and a 'Tools' section with 'Saved items' (2002 Bushtracker 18 foot, 2001 Galaxy Grand Tourer).