



Online Advertising Specifications

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Network-wide - standard display ads

Standard display ads refer to site-served Flash/GIF/JPG creatives and non-rich media 3rd party served creatives.

Ad size	Dimensions (W x H)	Maximum file size		Notes
		Flash	GIF/JPG	
Leaderboard	728 x 90	40kb	30kb	
Medium Rectangle	300 x 250	40kb	30kb	
Half Page	300 x 600	40kb	30kb	
Short Rectangle	300 x 100	20kb	15kb	
Network Text Link	---	---	---	Heading: 25 characters (incl. spaces & punctuation) Body: 70 characters (incl. spaces & punctuation)

Site-specific - standard display ads

Ad size	Dimensions (W x H)	Maximum file size		Notes
		Flash	GIF/JPG	
Strip Ad (TrueLocal)	336 x 26	---	5kb	TrueLocal only
Tile (TrueLocal)	138x100	---	5kb	TrueLocal only
Skyscraper	120 x 600	40kb	20kb	Career One, Australian Good Taste, Cricinfo, Carsguide only
Ticker	650 x 40	15kb	15kb	Mastheads
Microbar	88 x 31	---	5kb	Taste only

Site-specific - standard display ads *(continued)*

Ad size	Dimensions (W x H)	Maximum file size		Notes
		Flash	GIF/JPG	
Button	120 x 60	10kb	10kb	Carsguide only
Tile (Cricinfo)	150 x 140	5kb	5kb	Cricinfo ROS only
Button (Cricinfo)	150 x 60	5kb	5kb	Cricinfo ROS only
Button (Cricinfo live scorecards)	145 x 70	5kb	5kb	Cricinfo live scorecards only
Sponsor Strip	650 x 40	15kb	15kb	Cricinfo live scorecards only

News Performance Network

Ad size	Dimensions (W x H)	Maximum file size		Notes
		Flash	GIF/JPG	
Leaderboard	728 x 90	40kb	30kb	Mandatory size for NPN campaigns - CPA & CPC
Medium Rectangle	300 x 250	40kb	30kb	Mandatory size for NPN campaigns - CPA & CPC
Half Page	300 x 600	40kb	30kb	Mandatory size for NPN campaigns - CPA & CPC
Short Rectangle	300 x 100	20kb	15kb	Mandatory size for NPN campaigns - CPA & CPC
Text Link	---	---	---	Heading - 25 characters, Body - 70 characters (incl. spaces & punctuation). Mandatory size for NPN CPC campaigns only; NOT required for CPA
Banner	468 x 60	20kb	15kb	Optional size for NPN campaigns
Skyscraper	120 x 600	40kb	30kb	Optional size for NPN campaigns
Wide Skyscraper	160 x 600	40kb	30kb	Optional size for NPN campaigns

Rich Media - In Page and Expanding ads

In Page and Expanding rich media ads allow for larger, politely loaded file sizes and must be served by an NDM-approved 3rd party rich media vendor - Atlas, DoubleClick, Eyeblaster, Facilitate. NDM reserves the right to remove any rich media ad from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.

In Page - ad size	Dimensions (W x H)	Maximum file size		
		Default Flash	GIF/JPG	Video
Leaderboard	728 x 90	40kb	30kb	2mb
Medium Rectangle	300 x 250	40kb	30kb	2mb
Half Page	300 x 600	40kb	30kb	2mb

Expanding - ad size	Initial dimensions (W x H)	Expanded dimensions (W x H)	Maximum file size		
			Default Flash	GIF/JPG	Expanded Panel Rich Flash
Leaderboard	728 x 90	728 x 250	40kb	30kb	100kb
Medium Rectangle	300 x 250	600 x 350	40kb	30kb	100kb
Half Page	300 x 600	600 x 600	40kb	30kb	100kb

Rich Media - In Page and Expanding ads *(continued)*

Format	Audio Initiation	Close button	Mute button	Video Initiation
Expanding	Can play when expansion is triggered by mouse click, must mute when ad contracts	Required - on expanded panel, min. dimensions of 70 x 30 with " Close [X] " text	Required - min. dimensions of 70 x 30 with " Sound on/off " text	Can start automatically with audio muted until mouse click
In Page (non expanding)	On mouse click only	---	Required - min. dimensions of 70 x 30 with " Sound on/off " text	Can start automatically with audio muted until mouse click

Expanding ads - additional guidelines

All expanding ads must be user initiated and must not automatically expand upon the page loading. Any expanding ad user initiated by a click can remain open provided a clearly defined Close button is visible eg. to allow form entry or game play. All expanding panels must close immediately when the user mouses off the creative or the Close button is clicked.

Video and Audio - additional guidelines

Larger video assets beyond the 2mb initial streaming limit must not be pre-loaded and should be user initiated by a click. Roll over initiated audio that is deemed to be intrusive or disruptive to our users may be rejected and returned for revision at NDM's sole discretion.

Rich Media - Over The Page ads

Ad size	OTP dimensions (W x H)	OTP max file size	Reminder dimensions (W x H)	Reminder max file size Flash / GIF	Maximum duration
Standard OTP	500 x 500	100kb	300 x 250	40kb / 30kb	7 seconds
Full Page OTP	1000 x 750	100kb	300 x 250	40kb / 30kb	10 seconds

Over The Page ad guidelines

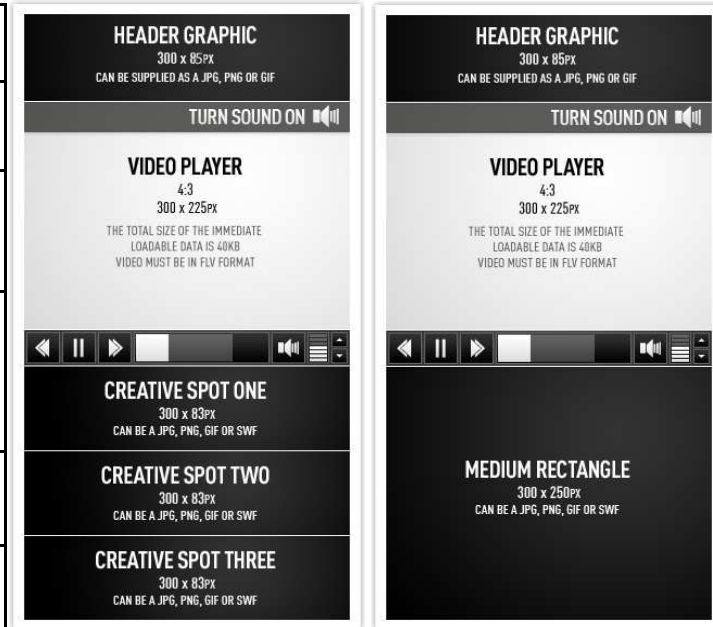
A clearly-defined close button including the word **Close** and a **X** symbol with minimum dimensions of 70 x 30 pixels, must be present at the top right corner for the entire duration of the OTP. Close button must use a contrasting colour to the otp background including on rollover. An OTP can optionally remain open only if user initiated by a click (eg. to play a game, enter data in a form) instead of clicking through to an advertiser site.

Sound must be user initiated by a click and a mute/unmute button should be provided. The use of streaming video in OTPs is not supported due to the time required to download large file sizes within a short ad duration, but can be present in a 3rd party served reminder creative.

Over the Page ads must be frequency capped at 1 impression per user over the duration of the campaign. Standard OTPs must be positioned at 50% of the browser height and 25% of the browser width (to avoid covering the medium rectangle ad). Full page OTPs must be positioned underneath the site navigation bar,

Rich Video Multiplex (RMX) - 300 x 600

Component	Dimensions (W x H)	File size / Formats accepted
Header	300 x 85	Max file size: 10kb. GIF, JPG, PNG, accepted.
Video Player	Aspect ratio - 4:3 preferred	NDM video encoding: submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800kbps preferred. MPG and AVI accepted.
Creative Spots (choice of 3 buttons or 1 medium rectangle)	300 x 83	Max file size (each): 10kb. GIF, JPG, PNG, accepted. Can be used to play individual videos or click thru to three individual URLs.
	300 x 250	Max file size: 30kb. GIF, JPG, PNG, SWF accepted.
Backup image	300 x 600	Max file size: 20kb GIF, JPG. For users without Flash.



Individual creative components cannot be 3rd party served. 3rd party click or impression tracking is permitted.

FLA and other source files (eg. fonts) must be supplied if SWF creatives are submitted.

No Action Script required in SWF creatives

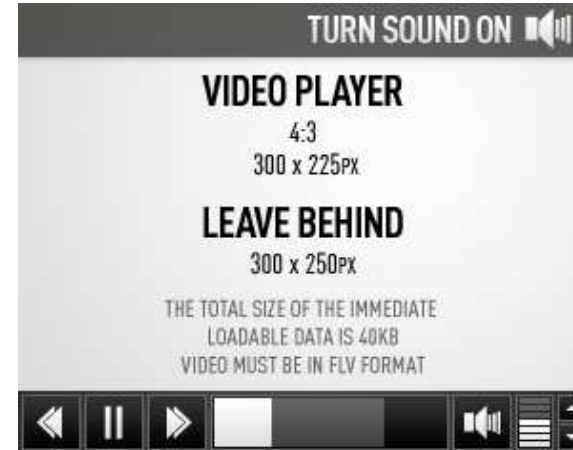
Video must have sound.

Video is encoded to FLV format by NDM:

- Large video files to be encoded should be submitted by DVD, FTP or alternative file delivery service (eg. yousendit.com, Adstream)

Rich Video Multiplex (RMX) - 300 x 250

Component	Dimensions (W x H)	File size / Formats accepted
Video Player	Aspect ratio - 4:3 preferred	NDM video encoding: submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800kbps preferred. MPG and AVI accepted.
Backup image	300 x 250	Max file size: 20kb GIF, JPG, SWF. Will appear as the leave behind after the video finishes playing.



Individual creative components cannot be 3rd party served. 3rd party click or impression tracking is permitted.

FLA and other source files (eg. fonts) must be supplied if SWF creatives are submitted.

No Action Script required in SWF creatives

Video must have sound

Video is encoded to FLV format by NDM:

- Large video files to be encoded should be submitted by DVD, FTP or alternative file delivery service (eg. yousendit.com, Adstream)

Rich Video Multiplex (RMX) - Expanding 300 x 250

1. Flash Med Rec Ad Unit			
Ad size	Initial dimensions (W x H)	Expanded dimensions (W x H)	Notes
Medium Rectangle	300 x 250	640 x 360	Rollover to expand Expands to the left, then downwards 0.75s delay



2. Expanded Video				
Format	Expanded Dimensions (W x H)	Audio Initiation	Close button	Video Initiation
Expanding	640x360 (Border 640x396)	Will play when expansion is triggered by mouse roll over, must mute when ad contracts	Required - on expanded panel, min. dimensions of 70 x 30 with "Close [X]" text	Video activated upon roll over

Rich Video Multiplex (RMX) - Expanding 300 x 250 (continued)

3. Video Completion		
Ad size	Dimensions (W x H)	Notes
Option 1: Short Rectangles or, Option 2: Alternate Videos or 2 Click Through URLs or, Option 3: Medium Rectangle	300x100 (x2) or, - (N/A) or, 300x250	2 short recs sit adjacent to each other as Call to Action page or, Can choose for alternate videos to be provided, or 2 click thru URLs or, 1 Med Rec (click thru URL)



Individual creative components cannot be 3rd party served.

3rd party click or impression tracking is permitted.

FLA and other source files (eg. fonts) must be supplied if SWF creatives are submitted.

No Action Script required in SWF creatives

Video is encoded to FLV format by NDM:

- Large video files to be encoded should be submitted by DVD, FTP or alternative file delivery service (eg. yousendit.com, Adstream)

Gallery Pre-Roll - 300 x 250

Component	Dimensions (W x H)	File size / Formats accepted
Video Player	Aspect ratio - 4:3 preferred	NDM video encoding: submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800kbps preferred. MPG and AVI accepted.
Backup image	300 x 250	Max file size: 20kb GIF, JPG, SWF. Will appear as the leave behind after the video finishes playing.



Individual creative components cannot be 3rd party served. 3rd party click or impression tracking is permitted.

FLA and other source files (eg. fonts) must be supplied if SWF creatives are submitted.

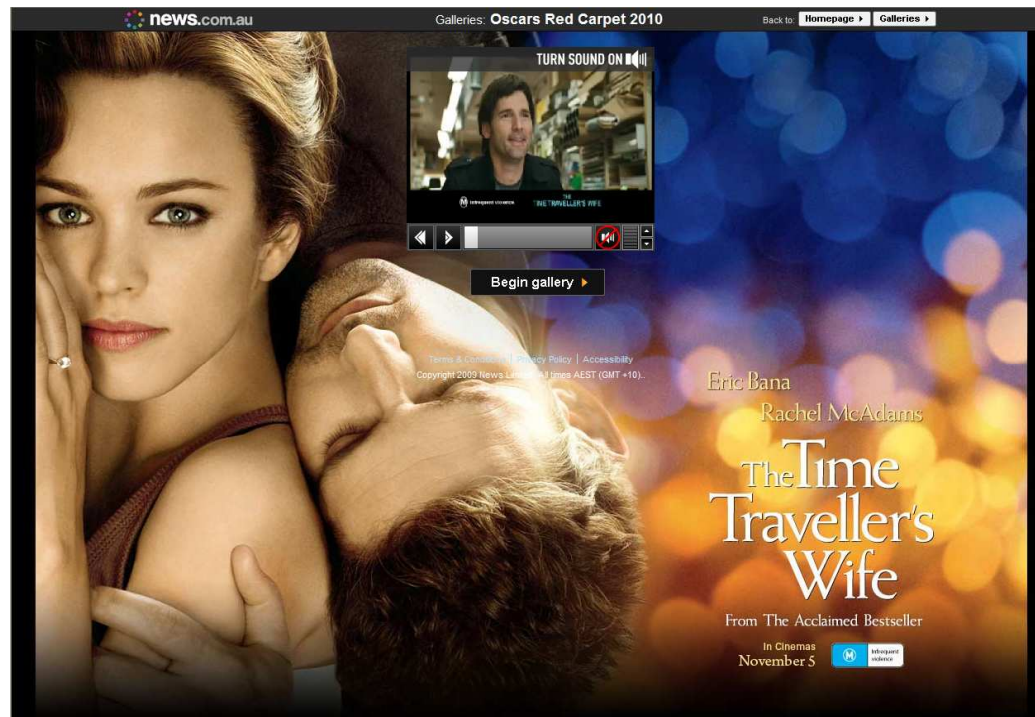
No Action Script required in SWF creatives

Video is encoded to FLV format by NDM:

- Large video files to be encoded should be submitted by DVD, FTP or alternative file delivery service (eg. yousendit.com, Adstream)

Gallery Pre-Roll Skinning

Component	Dimensions (W x H)	File size / Formats accepted
Gallery Pre-roll	Aspect ratio - 4:3 preferred	See Gallery Pre-roll (page 14) for specifications
Skinning	1400 x 1000	Max file size: 100kb Accepted file formats: gif/jpg
Notes	Creatives should be optimised for most common screen resolution 1280x1024 Skinning is non-clickable Gallery Pre-roll skinning should run along with Gallery Pre-roll	



Catalogue Ad Unit

Ad	Dimensions (W x H)	File size / Formats accepted	Notes
Catalogue Ad Unit	998 x 750	Total File Size: 2 Mb (Background Image and all Pages. Downloadable PDFs are extra and not included in this limit)	Catalogue Page Dimensions: Portrait 410x580px (Images can be up to 200% larger than this if the content isn't readable at 410x580px. The application automatically scales them down to this size. Please make sure the aspect ratio remains the same to avoid any squashing or stretching of the content once resized)

Component	Dimensions (W x H)	File size / Formats accepted
Leaderboard	728 x 90	Max file size: 20kb GIF/JPG/PNG
Medium Rectangle	300 x 250	Max file size: 20kb GIF/JPG/PNG

Other components required:

- The background PNG must be 998 x 750 and set between 70% and 80% opacity. The client logo is to be positioned at the top left of this image and set to 100% Opacity.
- Each 2 page spread is actually made up of 2 Landscape images (ratio 410 x 580 ea)
- Each page must be provided in 3 image formats
 - Full sized page jpeg (Minimum 410 x 580 - maximum 820 x 1160)
 - Thumbnail JPEG of each page (66 x 71)
 - PDF of each page for print function (Same dimensions as the full size page, PDF quality is subjective)

The catalogue has a front and back page which are the same dimensions and requirements as individual pages. The Catalogue can only be a maximum of 15 pages.

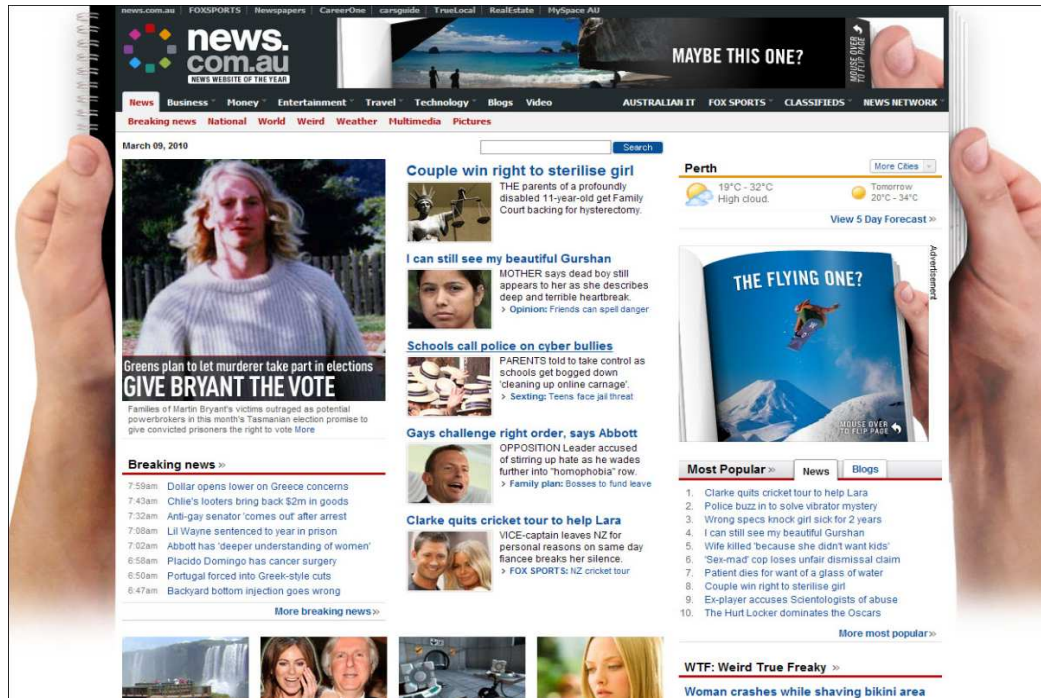
Individual creative components cannot be 3rd party served. 3rd party click or impression tracking is permitted. The total combined file size of all components must not exceed 2mb. Only the Leaderboard (728 x 90) will initiate the catalogue.

The Catalogue ad unit is only limited to one creative update per month.



Wallpaper

Ad	Dimensions (W x H)	File size / Formats accepted	Notes
Wallpaper	140 x 1050 (x2)	Max file size: 75kb Formats: GIF/JPG/PNG	Wallpaper is non-clickable Left and right creative must be clearly defined in filenames. Must be used inconjunction with other high impact units. Cannot be sold separately. Wallpaper cannot be flash and cannot be animated.



Trailer Royale

Required Elements	Wallpaper	Expanded Panel	Video	Medium Rectangle
Dimensions	140 x 1050 (x2)	1000 x 465	16:9	300 x 250
Accepted Format	static GIF/JPG	static GIF/JPG	mpg, avi or mov	SWF/GIF/JPG
Image File Size	100kb		n/a	40kb
Video File Size	---	---	2mb Streaming	---
Notes	<p>Can't be third party. Creative must be click initiated.</p> <p>Must use the following psd http://sops.news.com.au/images/trailer_royale_template.zip</p> <p>If supplying flash for medium rectangle, please supply FLA in CS3 with any fonts used.</p> <p>If providing flash for mrec please do not include a clicktag</p> <p>Creatives should be optimised for most common screen resolution 1280x1024. Please consider placing any branding/call-to-action above the fold</p> <p>Please see page 16 for wallpaper specs</p>			

The screenshot shows a news website with a large video player for a 'Trailer Royale' advertisement. The ad is for the movie 'Shutter Island' and features Leonardo DiCaprio. The website layout includes a navigation bar with links like 'News', 'Business', 'Money', 'Entertainment', 'Travel', 'Technology', 'Blogs', and 'Video'. Below the navigation bar, there's a news ticker and a list of headlines. The bottom of the ad includes a 'WTF: Weird True Freaky' section with a link to 'Police run over dog, bill owner'.

Pushdown

Elements	Non Expanded	Expanded	Top Strap - Back up image
Pixel Size	1000 x 40	1000 x 300	1000 x 40
Accepted Format	SWF	SWF	JPG/GIF
File size	40kb	100kb	20kb
Accepted 3rd Party	Atlas, Doubleclick-Motif, Eyeblaster, Facilitate and Eyewonder		
Notes	<p>First impression loads with expanded panel (1000x300)</p> <p>Subsequent impressions require user click initiation in order to view the expanded panel (1000x40)</p> <p>Video files can be up to 2MB in size and must not autoplay</p> <p>Close button required on expanded panel min. dimensions of 70x30 with 'Close [X]' text</p> <p>Close button to go in bottom right hand corner of expanded panel</p>		

The screenshot displays a news website interface with an Audi A5 Sportback advertisement. The ad is positioned at the top and consists of a large image of the car, a video player with a 'Press play to watch' button, and a 'Find out more' button. The website layout includes a navigation bar with categories like 'News', 'Business', 'Money', 'Entertainment', 'Travel', 'Technology', 'Blogs', and 'Video'. A search bar is located below the navigation bar. The main content area features several news articles, including 'Illegal driver kills young mate', 'Man survives 27 days buried alive', 'Diggers' uniforms made in China', and 'Nurse faked resume with job at TV's ER'. The date 'February 10, 2010' is visible at the top left of the main content area.

Page Wrap

Required Elements	Wallpaper	Top Strap
Dimensions	140x1050 (x2)	1000x40
Accepted Format	jpg	jpg
Image File Size	75kb	30kb
Notes	Creative must be optimised by the most common screen resolution (1280x1024) Leaderboard (728x90) and Medium Rectangle (300x250) must also be provided For wallpaper specs please see page 16	

The screenshot displays the news.com.au website with a page wrap advertisement for ING DIRECT. The ad is prominently featured at the top and bottom of the page. The top banner reads "Orange Everyday The transaction account that pays you." and "The everyday account that jump starts my day". The bottom banner features a large orange graphic with the same text and a small image of a person. The website content includes a navigation bar, a search bar, a main news article about Roger Federer's victory, and several smaller news snippets. The ad is positioned on the left and right sides of the page, with a "VISA" logo and "Instant access with VISA Debit" text on the right side.

Side Skinning

Component	Dimensions (W x H)	File size / Formats accepted	Notes
Side Skins	115 x 850	Max file size: 15kb SWF/GIF/JPG/PNG	2 Side Skins required (one for each side of the webpage); Differing URLs can be supplied for each Side Skin (maximum 1 URL per side) NO action script to be embedded into the swf Maximum of ONE creative asset per side skin

Individual creative components cannot be 3rd party served. 3rd party click or impression tracking is permitted.

The screenshot shows the Herald Sun website layout. On the left and right sides, there are vertical columns of cupcake-themed side skins. The left column includes: 'Seven Bridges Walk', 'Breakfast on the Bridge', 'World's Funniest Island', and 'Darling Harbour Fiesta'. The right column includes: 'Art and About', 'Sydney Harbour Island Hopping', and 'The Sydney International Food Festival'. The main content area features a navigation bar with categories like News, Entertainment, Sport, Business, Money, Travel, Lifestyle, Video, Opinion, Tributes, and Shop. Below the navigation bar is a search bar and a weather widget for Melbourne. The main content area includes a 'Select a Destination' section with a world map, a 'Man snuggles up to killer croc' article, and a 'Soothing winter retreats' article. There are also several advertisements, including one for 'Stay 3 nights for the price of 2 at Ibis King Street Wharf' and another for 'AFL Finals 2009'.

Video Player Skinning

Component	Dimensions (W x H)	File size / Formats accepted	Notes
Wallpaper	140 x 1050 (x2)	Max file size: 75kb Format: GIF/JPG/PNG	Please see Wallpaper specs
Skinning	486 x 320	Max file size: 15kb Format: GIF/JPG/PNG	Skinning is non-clickable Please do not put any messaging in the center or bottom of the skinning as the will be covered by the Medium Rectangle (300 x 250) and the short rectangle (300 x 100)



Double Column Block

Component	Dimensions (W x H)	File size / Formats accepted
Double Column Block	650 x 220	Max file size: 40kb SWF/GIF/JPG/PNG

The screenshot displays the News Digital Media website interface. At the top, there is a navigation bar with categories like 'THE AUSTRALIAN', 'BUSINESS', 'AUSTRALIAN IT', 'HIGHER EDUCATION', 'POLITICS', 'VIDEO', 'CARS', 'JOBS', 'CLASSIFIEDS', and 'NEWS NETWORK'. A search bar is located on the right. Below the navigation, there are several promotional banners and news articles. A prominent 'Double Column Block' is visible, featuring a photograph of a woman with two children and a headline 'Abbott eyes working families'. To the right of this block is a large advertisement for ANZ 'Fraud Money Back Guarantee'. Below the main article, there are sections for 'LATEST NEWS', 'LATEST NEWS GALLERIES', and 'THE NATION'. At the bottom, there are more advertisements, including one for Jaguar XFR and another for Business with the Wall Street Journal.

In Stream Video ads

In Stream video ads appear before, during and around NDM video content along with companion and leave behind ads where applicable.

Format	Component	Dimensions	File size / Formats accepted
Pre-Roll	Video (15 sec. max duration)	Aspect ratio - 4:3 preferred 16:9 accepted	NDM video encoding: submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800kbps preferred. MPG and AVI accepted. Client video encoding: Flash Video (FLV) encoding settings on following pages
	Companion	300 x 250	30kb Flash / 20kb GIF/JPG. Can be 3rd party ad served.
	Leave behind	300 x 100	20kb Flash / 15kb GIF/JPG. Can be 3rd party ad served.
Overlay	Flash in Flash	300 x 50	GIF/JPG 15kb. Creative will be re-purposed by NDM. Cannot be 3rd party ad served.
Overlay - Click to Video	Flash in Flash	300 x 50	FLA (Flash source file) is required. Creative will be re-purposed by NDM. Cannot be 3rd party ad served.
	Video (15 sec. max duration)	Aspect ratio - 4:3 preferred 16:9 accepted	NDM video encoding: submit in high quality digital format. MOV (using Animation Codec) with bit rate above 800 preferred. MPG and AVI accepted. Client video encoding: Flash Video (FLV) encoding settings on following pages
Interactive	Flash in Flash	485 x 285	FLA (Flash source file) is required. Creative will be re-purposed by NDM.

Video encoding standards

All streaming video served by NDM utilises the Flash Video (FLV) format. FLV creative submitted by clients must conform to the following encoding standards, to ensure consistency of quality. All three stream speed variations must be submitted.

Stream speed	Aspect ratio	Frame size	Video settings	Audio settings
Low	4 : 3	192 x 144	80Kbps 2-Pass VBR (On2Vp6)	48Kbps/44.1KHz Mono (Mp3)
	16 : 9	256 x 144		
Mid	4 : 3	384 x 288	256Kbps 2-Pass VBR (On2Vp6)	64Kbps/44.1KHz Mono (Mp3)
	16 : 9	512 x 288		
High	4 : 3	384 x 288	576Kbps 2-Pass VBR (On2Vp6)	128Kbps/44.1KHz Stereo (Mp3)
	16 : 9	512 x 288		

Newsletters

Site / Newsletter	Image dimensions (W x H)	Max file size GIF/JPG	Character limits	Notes
Courier Mail, Daily Telegraph, Herald Sun, Adelaide Now, Perth Now, Australian IT PING, Australian Business Briefing, CARSGuide eNewsletter	300 x 250	20kb	---	GIF/JPG or 3rd party standard image redirects only
	468 x 60	15kb		
News.com.au Travel	300 x 250	20kb	Heading - 25 characters, Body - 70 characters (incl. spaces & punctuation) ---	Image cannot be 3rd party served GIF/JPG or 3rd party standard image redirects only
	468 x 60	15kb		
The Punch eNewsletter	300 x 250	20kb	---	GIF/JPG or 3rd party standard image redirects only
	468 x 60	20kb	---	GIF/JPG or 3rd party standard image redirects only

Newsletters *(continued)*

Site / Newsletter	Image dimensions	Max file size	Character limits	Notes
Moshtix - all newsletters	300 x 250	20kb	---	GIF/JPG or 3rd party standard image redirects only
	468x60	20kb		
Vogue - Club Vogue	185 x 125	30kb	Heading - 25 characters (no spaces) Body - 65 characters (no spaces)	Image cannot be 3rd party served
Taste.com.au	234 x 60	10kb	---	Image cannot be 3rd party served
	144 x 98	10kb	---	Image cannot be 3rd party served
	Text link	---	Body - 35 characters (incl. spaces & punctuation)	---
Homelife Magazine	300 x 250	20kb	---	Image cannot be 3rd party served
	600 x 74	20kb		

Solus EDMs

Site / Newsletter	Image dimensions (W x H)	Max file size GIF/JPG	Notes
Adelaide Now, Perth Now, Daily Telegraph, Herald Sun, Courier Mail, The Australian, News.com.au	Max 600 pixels Wide X Max 1000 pixels High	80kb	Images (static gif or jpeg only) can not be more than 50% of creative Do NOT use internal and external stylesheets, as most mail clients will block these. No Flash/Javascript Add the height and width to any images
Vogue / Taste / The Perk	Max 600 pixels Wide X Max 1000 pixels High	100kb (total of all images & HTML)	Client-created Email compliant <u>HTML</u> content (eg. no javascript). Images cannot be 3rd party served. Subject to editorial approval.

Flash - guidelines and technical specifications

NDM accepts Flash files published as **version 9** and **Action Script 2** or below for both site-served and 3rd party served creatives. A backup GIF or JPG image of the same dimensions must be supplied, along with a clickthru URL. Frame rate must be a maximum of **21** frames per second. Creatives that require connections to multiple Flash files should be served through an approved 3rd party ad server. For detailed instructions on how to create a Flash file, please refer to the program's help documentation or contact Adobe technical support.

A **clicktag** is Flash action script used to enable publisher ad servers to count clicks on Flash creatives and should be coded onto a Button layer in your Flash movie, not as a Frame action.

Accepted case variations of clicktag

For Flash files, the clicktag is case sensitive. Please ensure your action script matches the following:

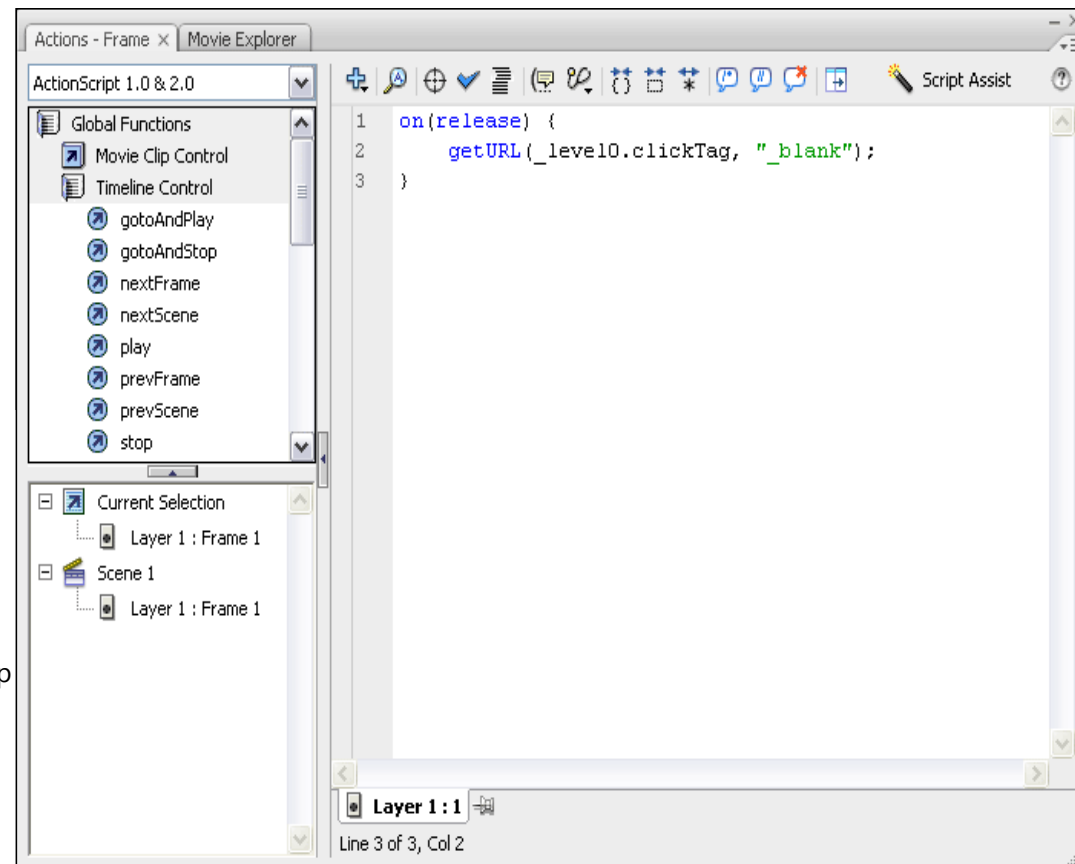
[_level0.clickTag](#)

For single Flash files with multiple clickable areas and separate destination URLs, please use the following naming convention up to a maximum of 10 instances:

[clickTag1](#)
[clickTag2](#)
[clickTag3](#) etc.

For clicktag specifications in 3rd party served flash creatives, please refer to your vendor's documentation.

**** Please note that for all swf creative supplied a back up gif/jpg is required for each ad and each ad unit****



3rd party ad serving

3rd party ad serving allows for greater flexibility and centralised reporting for advertisers and agencies when running campaigns across multiple publishers.

Approved vendors: Standard, non Rich Media

Atlas Solutions, Doubleclick, Eyeblander, Facilitate Digital, Mediaplex

Approved vendors: Rich Media - In Page, Expanding and OTPs

Atlas Solutions, Doubleclick, Eyeblander, Facilitate Digital/Eyewonder

All 3rd party redirects must be live when submitted, to enable thorough testing before creatives go live. All 3rd party ad serving charges are the responsibility of the advertiser or agency.

The setting of 3rd party cookies on News Digital Media sites for re-targeting or any other user tracking purposes is not permitted without prior approval from NDM.

Ad Submission guidelines

Creative and Campaign setup - turnaround times (commencing from receipt of all creative materials)

Creative type	Definition	Turnaround time
Standard creatives	Site-served image/flash, non-rich media 3rd party redirects	2 full working days
Complex creatives	Large volumes of standard creatives, 3rd party rich media expanding/polite	3 full working days
Non-standard creatives	OTPs, in stream video, catalogues, page takeovers, re-skinning, advertorials, competitions, custom integration, Trailer Royales, pushdown	5 full working days

All OTP ads must be served through an NDM-approved 3rd party Rich Media vendor as listed elsewhere in this document. 3rd party ad serving charges are the full responsibility of the advertiser or media agency. NDM does not host or create and Over the Page ads.

Creative Acceptance policies

NDM reserves the right to remove from rotation or request the removal/revision of any creative that is deemed unsuitable for the users of our sites.

NDM may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.