

Technical Specifications & Deadlines

Financial Review Group Online Network

(includes afr.com, brw.com.au, afrmagazine.com.au, afrboss.com.au, afrmartinvestor.com.au, cfoweb.com.au, assetmag.com.au, tv.afr.com, tv.brw.com.au)

Advertising Unit	Elements	Specifications
Leaderboard	Dimensions	728 x 90 pixels
	File Types	JPEG, GIF, SWF or 3 rd party tags
	Maximum File Size	25KB
Medium rectangle	Dimensions	300 x 250 pixels
	File Types	JPEG, GIF, SWF, or 3 rd party tags
	Maximum File Size	30KB
Half Page (Tower) afr.com (article pages only)	Dimensions	300 x 600 pixels
	File Types	JPEG, GIF, SWF, or 3 rd party tags
	Maximum File Size	30KB
Widestrip Mini Banner afr.com	Dimensions	620 x 45 pixels
	File Types	JPEG, GIF, SWF, or 3 rd party tags
	Maximum File Size	25KB
Sponsored Links 3 lines afr.com brw.com.au cfoweb.com.au	Dimensions	Logo 60x50 pixels + 3 lines with maximum 33 Characters each. 1 st line title case. 2 nd and 3 rd line lower case
	File Types	JPEG or GIF; no 3 rd party material
	Maximum File Size	5KB
BRW Newsletter AFR Smart Investor Newsletter	Dimensions	300x 250 pixels
	File Types	JPEG or GIF
	Maximum File Size	30KB
MIS Newsletter	Dimensions	160 x 600 or 468 x 60
	File Types	JPEG or GIF
	Maximum File Size	30KB
AFR MarketWrap5pm Newsletter	Dimensions	728 x 90
	File Types	JPEG or GIF
	Maximum File size	30KB

If not using 3rd party tags, a click-through URL must be provided.

Deadlines:

Material deadline: 3 working days prior
 Booking deadline: 5 working days prior
 Cancellation deadline: 30 working days prior

Newsletter advertising material must be supplied as either JPEG or GIF files.

HTML & Flash (SWF) files, and 3rd party tags cannot be used for e-newsletters.

Send your finished creative to
traffic@afr.com.au

Creative changes are limited to once per week.

FINANCIAL REVIEW | group

Technical Specifications

The following guide explains the process for placing ads on the Financial Review Group (FRG) Online websites.

External hosted flash banners:

The clickTAG must not be hardcoded in the source file link.

The source file link should NOT look like the following:

<http://hostserver.com/banner.swf?clickTAG=http://clickthroughurl.com>

It should look like this:

<http://hostserver.com/banner.swf>

Implementing ActionScript for tracking clicks in flash ads.

To track clicks in a Flash creative, specific ActionScript code needs to be implemented in a button instance (usually the width and height of the animation) that is in the top layer of the animation.

Select the button that is the 'click' within your ad and open the actions associated with that button.

The event associated with your button should be a mouse release.

The URL should be set to 'clickTAG' with the expression check box next to it checked. Note this value is case sensitive.

The window targeted should be set to "_blank".

The 'variables' field should be set to 'Don't send'.

The **ActionScripts** code should look like the following:

```
On (release) {getURL(clickTAG,"_blank");}
```

OR

```
{getURL(_root.clickTAG,"_blank");}
```

(if the flash movie contains several layers).

FRG is able to track up to 3 clicks in a single flash creative. To implement this, follow the same procedure as above, but the separate clicks are named 'clickTAG1', 'clickTAG2' and 'clickTAG3'.

More Specifications for Developers

Creative/Animation:

- A backup GIF must be provided for Flash (swf) creatives.

Click:

HTML & Flash creatives click through commands must open the destination address in a new window.

If your HTML creative submits data from a form to a server-side script, then the form will need to use the GET method. FRG's click tracking system cannot count the clicks of a form using the POST method.

Third-party ad serving:

We can work with all third-party ad serving systems. When using Facilitate or Eyeblaster ensure you select Financial Review Group as the publisher.

Rich Media Content

Video content through Medium Rectangles
Financial Review Group's Video Medium Rectangles use a third-party ad server to present your video through a medium rectangle ad format.

Being a DHTML creative type, the video medium rectangle can only be served via a third-party like Eyeblander, Doubleclick, Motif or Atlas.

Eyeblander

Financial Review Group recommends that video medium rectangle creatives are implemented through the Eyeblander system.

You can contact Shumona Roy for further implementation details.

Telephone: (02) 9698 3677

Email: shumona.roy@eyeblander.com

General Specifications

Dimensions: 300(W) x 250(H) pixels.

- Must contain controls for the user to start, stop or pause the video animation.
- Sound must be user initiated (when the ad begins playing, the sound must be off).
- An on/off sound button must be included, so that the user has complete control over the ad's audio.
- The third-party needs to perform browser detection and serve the video version to IE browsers and a non-video version to all other browsers.
- Video plays automatically in the first instance.
- For the second and subsequent appearances, the non-video flash ad appears with a call-to-action for the user to then load and play the video. The call-to-action can be rollover or click.

Expandable Creative

Expanding action must be user initiated and no larger than 600 x 250 pixels

Sound must be user initiated

All expandable creative must be approved by FRG before going live

User must be able to close expanded window at any time using a clearly identifiable icon

Video Box Specifications

Optional Home Icon that you can have link through to URL of your choice.

Optional DOC Icon that you can have link through to document of your choice. Document must be stored by advertiser & URL provided.

Optional Email Icon that you can specify an email address, subject & body text for that will then populate in users default email client.

Optional Buy Icon that you can have link through to URL of your choice to 'buy' the product.

Optional Test Icon that you can have link through to URL of your choice to 'test' the product.

Optional Contact Us Icon that you can have link through to URL of your choice.



Please provide the URLs and tooltips that you wish to use for each of the player controls listed above. Tooltips will appear on hover over.

Please note that all player controls are optional.

Player Option	URL
Home	Must be in format http://
Doc	Must be in format http://
Email	Must be in format mailto:joe@example.com?cc=bob@example.com&subject=hello@body=this (red is required)
Buy	Must be in format http://
Test	Must be in format http://
Contact Us	Must be in format http://

The following are the technical specifications for a Video advertisement

Size	Full standard definition frame size: 720 x 576. Full frame rate: 25fps
Format	.flv, .mov, .mp4 or .wmv. Other formats may be supported.
Bitrate	3 Mbps or greater (high enough to avoid noticeable artifacts).