

CREATIVE SPECIFICATIONS

fundweb
MoneyMarketing
mortgagestrategy

SPONSORSHIPS

ASSETS

Homepage Takeover	Leaderboard, ribbon, skyscraper & MPU
Homepage reskin/wallpaper	See next page
Channel Homepage	Leaderboard, ribbon, skyscraper & MPU
Search Sponsorship	300x40 ad strip, leaderboard, ribbon, skyscraper & MPU
Most Popular Sponsorship	300x40 ad strip
Straw Poll Sponsorship	Logo
Join the Debate/Comments	Logo, leaderboard, ribbon, skyscraper & MPU
Email Sponsorship	Non-expanding leaderboard (gif) , 100 words & links

CREATIVE TYPE

WxH (PIXELS)

Leaderboard	728x90 (exp. to 180 down max)
Super Leaderboard	980x90 (exp. to 180 down max)
Ribbon	980x60 (exp. to 120 down max)
Skyscraper	120x600 (exp. to 240 left max)
MPU	300x250 (exp. to 600 left max)
Half Page	300x600
Premium Button	238x90
Overlay	300x300
Article Banner	468x60

Max File Size	Website 40k - emails 20k
Accepted File Types	Animated gif or swf with ClickTag enabled
Lead Time	3 working days

RICH MEDIA:

- All Expandable/Retractable Units, In-Page Video Units, Pop-Up or Pop-Under & Floating Units must be supplied in 3rd Party Ad Tag format from a 3rd Party Ad Tag provider.
- All Rich Media creative must include a 'Close' button.
- All audio/visual creative must be user initiated.
- If Video is part of any other rich media units, polite download file weight should adhere to In-Page Video limit of 1.2MB.

NOTES FOR CREATIVE SERVED FROM A THIRD-PARTY SYSTEM:

- Creative must accept third party click tracking
- Creative must be able to accept cache-busting code
- Third-party JavaScript code is acceptable
- Creative should not be frequency capped at the third-party side unless approved in advance
- Overlays must dissolve after 10 secs and be positioned 500 pixels to the left and 400 pixels down with a close button in either the top left or top right corner from the start.

NOTES FOR FLASH DEVELOPERS:

If supplying Flash (.swf) creative please ensure that the ActionScript code below is included in the creative, in order to open a new window:

```
on (release)
{
    getURL(clickTag, "_blank");
}
```

A back-up .gif should be provided for all creative. Hard-coded click URLs should not be used.

For more information about clickTag please visit http://www.adobe.com/resources/richmedia/tracking/designers_guide/.

CONTACT DETAILS

For further information about rates and availability, please contact any of the following people:



Emma Dougan	020 7943 8010	emma.dougan@centaur.co.uk
Nicola Leel	020 7970 4605	nicola.leel@centaur.co.uk
Nick Wakeham	020 7943 8077	nick.wakeham@centaur.co.uk

RESKIN/WALLPAPER SPECIFICATIONS

CREATIVE SPECIFICATIONS:

Please contact the Centaur display advertising team at the initial phase of design to ensure a smooth delivery of the creative for trafficking (display@centaur.co.uk).

When designing a wallpaper ad, the following guidelines must be followed :

- The creative should be trafficked through a 3rd Party Ad Tag.
- You must use a .GIF or .jpg (100kb max) for the wallpaper. The .GIF files can be animated.
- We require a mock up from the client/agency of how the Wallpaper should look on the prospective site.

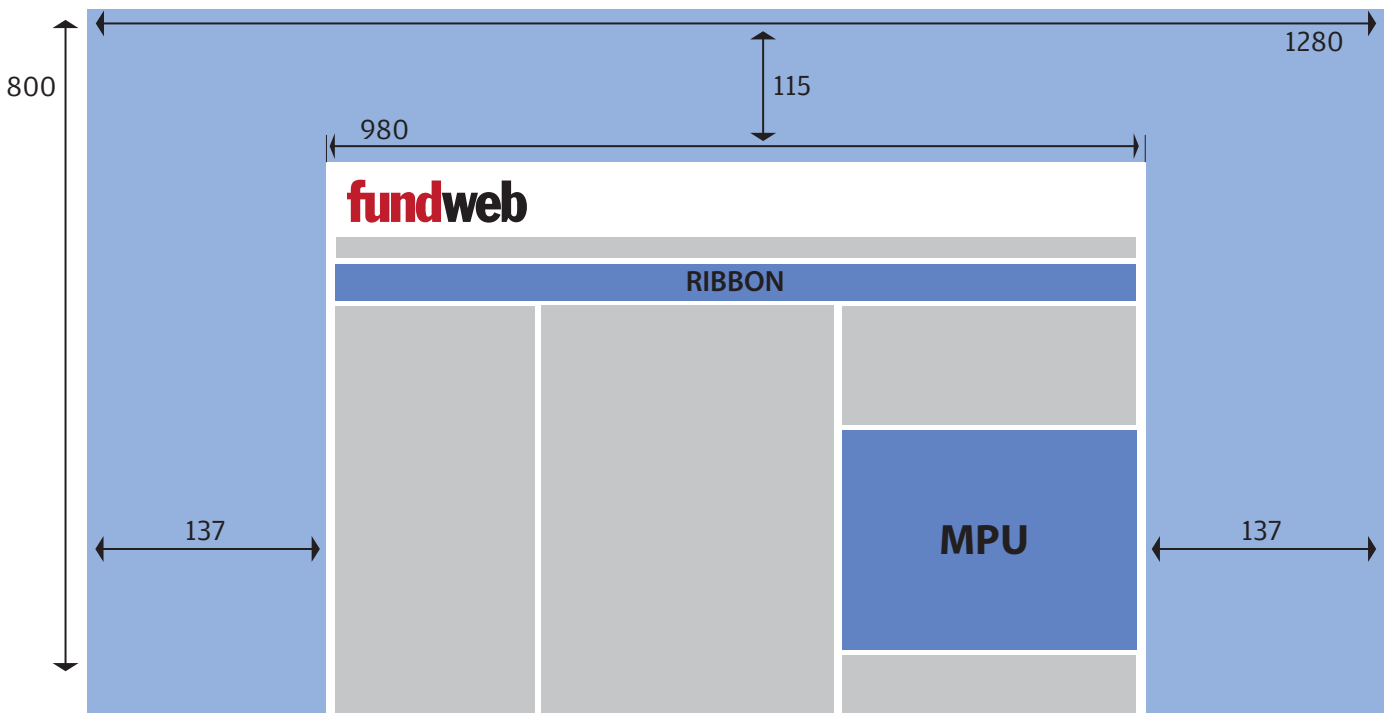
INTERNET EXPLORER 6&7 EXCLUSION:

Due to alignment issues of wallpaper creatives on Money Marketing, Fundweb and Mortgage Strategy in Internet Explorer 6 and 7 a standard homepage takeover will run instead, please provide additional Ad units for this set-up (Leaderboard, MPU, Ribbon and Skyscraper). The wallpaper appears as normal in all other browsers.

SITE SPECIFICATIONS:

The Wallpaper should only account for the blue wrap around space in the diagram below. The MPU and Ribbon positions can also be used as part of the takeover as a separate ad position, a leaderboard and skyscraper need not be supplied.

SITE DIMENSIONS:



- Uninitiated Floating layers are **not** allowed in conjunction with an animated background
- Animation must occur in the background area and must never overlap page content
- The Z Index for wallpaper ads running on Centaur sites should be set to Zero if trafficked through a 3rd Party ad tag
- Non-featured content and imagery may extend beyond the sidebars to create a better user experience for users on larger monitors (1440 pixels width for widescreen monitor use)

All other settings regarding the Wallpaper are done through the Ad Tag provider interface (i.e. Tiling, Alignment, Horizontal & Vertical settings, Scrolling, Dimensions, Positioning, URL click through etc...). The wallpaper image must have any tracking or interactions set up at the time of creation within the preferred Ad Tag provider interface.

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