

LIFESCIENTIST.COM.AU

Online advertisement specifications – Valid from the 1 May 2007

The following specifications apply to all ads served by IDG Communications or via a third party.

Size

Leaderboards ads must be exactly 728 pixels wide by 90 pixels high

Skyscrapers ads must be exactly 160 pixels wide by 600 pixels high

Boombox ads must be exactly 300 pixels wide by 250 pixels high

Lead Time

All standard graphics and text submissions should be submitted 3(three) business days prior to the campaign launch date.

Rich Media campaigns require 5(five) business days prior to the campaign launch date

All finished art work, supplied must be tested and function properly on a PC and on a Macintosh in Netscape 4, Netscape 6 and above, Internet Explorer 5 and above.

Format

RGB format, saved in .GIF format (256 Colours) Graphics may be used on many different coloured backgrounds, so don't create transparent backgrounds.

All images should be bordered so as not to bleed into the background.

Images should be optimized to the lowest-possible bit depth using Adobe Photoshop or similar program. For optimal display, we recommend using the browser-safe color palette. Fewer colours results in the sharpest and most efficient ads.

Animation

Banner ads may contain animation (with limited or unlimited looping) or be static.

File size

Leader Boards ads may not exceed 20Kb in size.

Boombox ads may not exceed 20Kb in size.

Skyscraper ads may not exceed 20kb in size.

Final graphics must be supplied with their correct labelling with the appropriate suffix to denote the format eg. a GIF banner called my_computer must be labelled my_computer.gif

Hyperlinking

We can link banner ads to the client's site. To allow us to link to their sites, clients should specify a URL such as the following: <http://computerworld.idg.com.au>

Please ensure URLs are correct before sending this also includes redirects for third party serving.

All links and redirects should allow for the viewer to click back to the original site.

Any tags found to not adhere to this will not be placed on any IDG web site.

ALT Text

Please provide alternate text to be displayed in the image's absence. Alternate text should be a short informative description of the banner, no more than 50 characters or less of alt text.

Rich Media Banner Specifications have been prepared to work with the Ad serving technology found withing DoubleClick

Rich media specifications for IDG

The following specifications apply to all ads served by IDG Communications or via a third party.

Notes for all Rich Media Banners

1. 20k maximum (HTML plus images)

Maximum File Size upon User Click: Upon user click, an additional 15k can be loaded from DoubleClick servers or an additional 85k can be loaded from 3rd-party servers eg Eyeblander ads.

2. Please verify:

Leaderboards ads must be exactly 728 pixels wide by 90 pixels high

Skyscrapers ads must be exactly 160 pixels wide by 600 pixels high

Boombox ads must be exactly 300 pixels wide by 250 pixels high

3. Creative outside these perimeters need consultation with your Account Manager and IDG 's in-house technical department.

4. All elements should be contained within the ad unit, including all javascript.

5. No nested tables within the ad unit.

6. More than one form can be used, but forms cannot be nested.

7. Do not send code with <html >, <head>, <title>or <body> tags.

8. Client must supply animated .gif for non Flash enabled browsers.

9. All images must be locally referenced.

10. Please include a target =_top (preferred) or target =_blank at tribute in all <a href>, <form action>and <area>tags, as well as in click throughs embedded into Java or Flash.

11. In order to track clicks on forms, method=get must be used. (Forms with method =post are able to run through DART, but we cannot track clicks on them.)

12. Click through URLs are handled via the FSCommand. Please do not encode the click through URL(s) into the .FLA file.

13. If you require IDG to track the flash creative in DART for clicks will need the following directive.

With the "GetURL" command, and in the command line use the word "clickTag" and mark it as an expression. Please do not insert a URL destination just the word "clickTag"

PLEASE ensure all Creative is set to target="_top" not "_self"

See further DoubleClick Designer instructions (Clicktag_Designer.pdf) for further clarification.

14. If the ad passes form data back to a scripting program, that scripting program must accept an all UPPER CASE query string.

15. All function, variable and constant names within the scope of the provided javascript must be individually prefixed with "pp_" to avoid conflicts with other client side javascript.
16. A banner may not produce an audio or video stream until a user clicks on it.
17. If the banner expands, it must only do so upon a user click(on Mouse Over expands are not accepted, unless agreed to by the Account Manager and Online Network.)
18. Please test your creative before submitting them, delays will be experienced if creative does not adhere to the guidelines.
19. Banners are run through iFrames on Internet Explorer and through Layers on Netscape.

Testing

IDG requires 5 (five) business days to accept and test an ad unit.

Terms and Conditions

1. All production deadlines will be determined by the type of ad unit and campaign an advertiser runs with IDG.
2. IDG will make every effort possible to expedite the testing and staging of ads. If creative is received after the designated production deadline we can not guarantee that an ad will appear on the intended website on time.
3. The lead times stated are only an approximation of time involved. Ads may be placed onto the designated web site before that time if creative is received after deadline.
4. Creative to start on any given Monday should reach IDG by the previous Thursday no later than 12 pm. Overseas clients need to take into account the time difference, all campaigns will start according to the Australian Eastern Standard time.
5. IDG can not guarantee an insertion order will begin as scheduled on the insertion order if the above requirements are not adhered to. Please note production deadlines do not account for agency revisions.
6. IDG has final approval for all ads with respect to editorial /creative content.
7. IDG reserves the right to remove an advertisement from its web sites at any time for any reason.
8. All creative will receive a confirmation email within 24 hours of being sent. If you do not receive an email please contact your Account Manager immediately.

Cancellations

Cancellations must be received in writing no later than 45 days prior to start date. Please note there will be no exceptions.

Contact

Clients can e-mail or forward the banner ad materials and instructions and direct any enquiries to the

TRAFFIC MANAGER, IDG ONLINE NETWORK
Hannah RICHARDSON
612 9902 2715
0407 894 255
Hannah_Richardson@idg.com.au