

Site Creative List

	Leaderboard	MPU	Sky	MiniTower	Button	Overlay	Welcome Page	Page Peel	Logo	Video pre-roll
Electronics Weekly	728x90	336x250 / 300x250	160x600			500x500	640x480			

General Creative Guidelines Creative must be provided a minimum of 3 working days before start date of campaign unless otherwise stated*

Non acceptable ads	Animation length	Flash creative	Frequency Capping	Interactivity	Rich media	URLS
We do not accept ads which mimic Reed Business Information editorial content or style	The shorter of three rotations or 15 seconds	see flash creative ad specs tab	Ad capping will be controlled through our Adserver and not by any 3rd party server	All interactivity must be user initiated; audio off as default, click to turn on. Collapsed on load, expand on rollover, contract on roll off. No cookies to be written to local machine	Rich Media Creatives must degrade gracefully e.g. deliver an alternative gif, jpg for in page ad units, deliver a blank 1x1 image delivered in place of overlays and other 1x1 delivered ads	The url must be provided separately for any ads delivered as GIF, JPEG or SWF

Display Units - see next page for ad dimensions by site

Format category	Min Pixel Size (before expansion)	Max Pixel Size (before expansion)	File types	Max File size	Audio Initiation	Max Pixel Size (after expansion)	Expandable initiation	Restrictions
Skyscrapers	120x600	160x600	Non expanding: JPEG / GIF / SWF with back up GIF / Third party tags Expanding: Third party tags only	Site served: 49kb Third-party served: 39kb initial with up to 1mb streamed	User Initiated (on Click)	350x600	Expand: User initiated on mouse roll-over Retract: on mouse roll-off	Not all sites take larger sizes, please see site/creative size chart below for exact ads per site. Expanding banners/leaderboards must expand down, and MPUs up/ left. Expandable skys must expand to the left, except for Electronicsweekly where they must expand to the right. Only one expandable on a page at one time Site served expandables must be provided as the retracted and expanded version in flash with backup jpg or gif, or .jpg or gif - see the flash creative ad specs tab for advice. *Expandable ads require 5 days testing time
MiniTowers	120x240	120x240				n/a		
MPU / Rectangles	300x250	300x250				500x500		
Banners / Leaderboards	468x60	728x90				728x350		
Buttons	120x60	120x90				n/a	n/a	
Logos	see "creatives by site"	see "creatives by site"	Static GIF	Site served: 19kb	n/a	n/a	n/a	n/a

Video Units

Format category	Aspect Ratio	File types	Max File size	Audio Initiation	Max Pixel Size (after expansion)	Expandable initiation	Restrictions
Video	Preferably 4:3	mov, mpeg4, mpeg3, mp2, wmv, flv, avi	50mb	Automatic	n/a	n/a	n/a

Over the page Units

Format category	Max Pixel Size	Max Time on page	File types	Max File size	Audio Initiation	Frequency	Restrictions
Overlay / Floating Ads	500x500	15 seconds	SWF or Third Party	Site served only 49kb	User Initiated (on Click)	1 per user per session (RBI defines length of session as 4 hours)	Not to be shown on video pages, search pages or in conjunction with expandable or other overlay/ floating ads, or on other pages at RBI's discretion. Must immediately show a close button or X to close in top right hand corner of creative, with minimum size of 20x20 pixels, font 16pt. Must be labelled "advertisement" on top left corner, font 16pt, *requires 5 days testing time
Banner to Overlay	Banner / MPU Sky: see creatives by site tab Overlay: 500x500	15 seconds (overlay)	Third party or SWF with back up image accepted Banner and Overlay should be sent separately.	Site served: 49kb Third-party served: 49kb initial with up to 1mb streamed	User Initiated (on Click)	Overlay - 1 per user per session (RBI defines length of session as 4 hours)	send banner and overlay separately and adhere to specs above for both *requires 5 days testing time
Welcome Page	640x480 - see notes	15 seconds	SWF/GIF/JPG we accept third party tracking tags	Site served only 49kb	User Initiated (on Click)	1 per user per day	The client's part of the creative is 640x480. If the ad is built in flash it must contain a clickTag. Currently we only accept one click through url. *requires 5 days testing time
Page Peel	Retracted: 100x100 Expanded: 300x300	Expand: user initiated on mouse roll-on, retract on mouse roll-off	Third party or One flash file, please contact online.media@rbi.co.uk for advice	Third party served: 49kb initial with up to 1mb streamed Site served: 49kb	User Initiated (on Click)	n/a	Third party preferred. Site served: Page Peel should be provided as one flash file that is controlled by actionsript. See Flash creative adspecs for advice. If you can only provide a small and large image, please contact online.media@rbi.co.uk for more information *requires 5 days testing time

Pushdown Units

Format category	Max Width	Max Height	File types	Max File size	Audio Initiation	Pushdown initiation	Restrictions
Pushdown (Above the navigation)	750px	250px	GIF, JPEG, PNG or SWF + backup GIF or JPEG	Site served only: 49kb	User Initiated (on Click)	Pushdown is automatic and immediate Retraction and further expansion is user initiated	Provide two creatives: one at larger size, one at smaller size. If providing in flash, please provide a backup image of the smaller size, and read flash creative adspecs

Wallpapers

Format category	Recommended size	File types	Max File size	Restrictions
Wallpaper / Skin / Background	Width 1800px Height 1000px min	GIF, JPEG GIF or JPEG on url	Site served: 39kb Third-party served: 39kb initial with up to 200kb streamed	Image only, i.e. no flashing or animation. Image must concentrate on being most elaborate in areas it will be seen. Image must be WHITE where text is likely to be shown; a gradient of colour to white is recommended on edges and centre. Some pages are long so it must be specified to RBI if you wish the image to repeat downwards or show a background colour in unused space (default background colour is white, the preferred method of giving an alternative colour is a css colour code). Wallpapers CANNOT be clickable. Exact dimensions, size and length of text areas vary by site, therefore its important to build the wallpaper according to how the site is displayed, and allow sufficient time for testing. Image can be accept prn a url or an actual file *This unit must be provided 5 working days before live date