








Placement	Dimensions	Max Creative Size	Acceptable File Formats	Animation and Looping Restrictions	Video Allowed	Audio Allowed	Rich Media Accepted	Expanding Allowed
Med. Rectangle	300x250	30Kb	3rd-Party Tags, or JPEG,GIF, FLASH**	Yes (three times)	Yes (user initiated only)	Yes (user initiated only)	Yes	Yes (user initiated only)
Leaderboard	728x90	30Kb	3rd-Party Tags, or JPEG,GIF, FLASH**	Yes (three times)	Yes (user initiated only)	Yes (user initiated only)	Yes	Yes (user initiated only)
Skyscraper	120x600 160x600	30Kb	3rd-Party Tags, or JPEG,GIF, FLASH**	Yes (three times)	Yes (user initiated only)	Yes (user initiated only)	Yes	Yes (user initiated only)
Content Clip	See page 2 of this document for individual website specifications							
Newsletter Placements	See page 2 of this document for individual website specifications							
 Flash Requirements	<p>Maximum Display of 20 seconds. If employing Flash Creative, please see requirements below -</p> <p><b>**Flash Requirements (including 3rd-Party Served Flash):</b>                      All Flash files must be <b>"click-tag"</b> enabled.                      Please <b>do not</b> hardcode any target URLs, &amp; instead assign any clickable portion the following action:</p> <ul style="list-style-type: none"> <li>We will be passing the landing page URL to the .swf as a parameter, so you don't need the URL referenced in the creative.</li> <li>Creative should be submitted as Flash version 8 for maximum user compatibility.</li> <li>Maximum Frame Rate of 24 Frames per second.</li> <li>Creative should be set with a parameter of vmode=transparent.</li> <li>All Flash files must be tested for browser compatibility prior to sending to advertising operations (see below)</li> </ul> <p>For Flash hosted by MediaMotive, a default backup gif must be included for each ad size with a max file size of 30Kb                      Backup gifs must appear 'un-pixelated'. The message must be clear and all writing legible with clearly defined edges i.e.: not blurred or hazy</p> <div style="border: 1px solid red; padding: 5px; margin-top: 10px;"> <pre>on (release) {     getURL (_level0.clickTag, "_blank"); }</pre> </div>							

## Rich Media Guidelines

Flash Version 	MediaMotive can accept any version of Flash, however advertisers are strongly advised to use Flash 8 to maximise user compatibility and avoid unnecessarily high incidences of default ads.
Vendor (Preferred)	MediaMotive uses the DART for Publishers ad serving solution, however accepts any industry standard Rich Media vendor provided the tags supplied have been adapted to conform to DART for Publishers.
General Guidelines	All creative actions (audio play, expansion beyond original dimensions, launching a new browser window, etc...) must be initiated by the user, and have clearly visible mute and close/exit buttons.
Expandable	<ol style="list-style-type: none"> <li>All expanding creative must be created and hosted by the agency's own ad server and supplied as tags.</li> <li>Expandable portion of ad should be user-initiated and activated upon mouse-over or click, and must minimise automatically upon mouse-off.</li> <li>The expanded 300x250 has a maximum size of 600x250 and must expand to the left .</li> <li>The expanded 728x90 has a maximum size of 728x180 and must expand downwards .</li> <li>The expanded 120x600 has a maximum size of 240x600 and must expand to the left .</li> <li>The expanded 160x600 has a maximum size of 320x600 and must expand to the left .</li> <li>Expanding creative must be set to be a 'polite download' with a maximum file size of 100Kb.</li> <li>The maximum file size of the initial load should be 30Kb with an additional polite download of 70Kb.</li> <li>Take over component to retreat to island ad placement, OTP banner to be frequency capped to 1 per person per day.</li> <li>Alternative without the OTP banner can be shown the rest of the time OTP &amp; expanding island banners can only take up a total of 25% SOV with a stretch of 33% if approval is granted by MediaMotive</li> <li>Ad must only expand on mouse over and must contract within a Maximum of 5 seconds once the mouse has left the ad area. Take over component must not cover any part of the search sections, content clips, or navigation buttons.</li> </ol>
Audio	<ol style="list-style-type: none"> <li>Only user-initiated audio allowed via click only.</li> <li>Ad must contain clearly visible mute/stop functionality.</li> <li>Audio must end in advance of or with the ad play.</li> <li>Audio must be encoded at a maximum of -12db</li> </ol>
Video	<ol style="list-style-type: none"> <li>Host-initiated play (audio is allowed only when a user clicks).</li> <li>Play/pause button, mute button, and volume controls required - Fast Forward disabled during ad play.</li> <li>Progressive download streaming is allowed when activated by user.</li> </ol>
Browser Compatibility	<p>All creative code must be tested for compatibility with all major browsers and plug-ins before being sent to the MediaMotive operations team. As of October 2008 these browsers are highlighted below, but it is the responsibility of the creative producer to keep up to date with the latest versions of each browser as and when released on the market.</p> <div style="display: flex; justify-content: space-around; align-items: center;">  MSIE7 &amp; MSIE6                      Mozilla                      Firefox 2 &amp; 3                      Safari                      Opera                 </div>

# Content Clip Specifications

Website	Area	Dimensions	Max Creative Size	Copy Restrictions	Acceptable File Formats
Carsales	HomePage Content Clip	90 x 60	5K	Maximum 70 characters, including spaces	STATIC - JPEG, GIF
CarPoint	HomePage Content Clip	150 x 75	5K	Maximum 70 characters, including spaces	STATIC - JPEG, GIF
CarPoint	News & Reviews Content Clip	150 x 75	5K	Heading = 25 characters incl. spaces. Body =70 characters incl. spaces	STATIC - JPEG, GIF
Bikesales	HomePage Content Clip	90 x 60	5K	Maximum 70 characters, including spaces	STATIC - JPEG, GIF
BikePoint	HomePage Content Clip	150 x 75	5K	Heading = 40 characters incl. spaces, Body = 160 characters incl. spaces	STATIC - JPEG, GIF
BikePoint	HomePage Button	120 x 60	5K	N / A	STATIC - JPEG, GIF
Boatsales	HomePage Content Clip	90 x 60	5K	Heading = 25 characters incl. spaces. Body =70 characters incl. spaces	STATIC - JPEG, GIF
BoatPoint	HomePage Button	120 x 60	5K	N / A	STATIC - JPEG, GIF
Hub Sites, RV POINT	HomePage Content Clip	150 x 75	5K	Heading = 40 characters incl. spaces, Body = 160 characters incl. spaces	STATIC - JPEG, GIF
Hub Sites, RV POINT	HomePage Button	120 x 60	5K	N / A	STATIC - JPEG, GIF

# Newsletter Specifications

Website	Area	Dimensions	Max Creative Size	Copy Restrictions	Acceptable File Formats
Carsales	Newsletter Content Clip	130 x 75	5K	Heading = 25 characters incl. spaces. Body =115 characters incl. spaces	STATIC - JPEG, GIF
Carsales	Newsletter Button	210 x 100	5K	N / A	STATIC - JPEG, GIF
Carsales	Newsletter Banners	728 x 90	20K	N / A	STATIC - JPEG, GIF
CarPoint, BoatPoint, BikePoint	Newsletter Content Clip	150 x 75	5K	Maximum 70 characters, including spaces	STATIC - JPEG, GIF
CarPoint, BoatPoint, BikePoint	Newsletter Banners	150 x 75	20K	N / A	STATIC - JPEG, GIF
BoatSales	Newsletter Content Clip	130 x 93	5K	Maximum 70 characters, including spaces	STATIC - JPEG, GIF

To discuss the technical requirements necessary for your upcoming campaign or any additional information please contact the MediaMotive Ad-Operations team at [adops@mediamotive.com.au](mailto:adops@mediamotive.com.au) or call (03) 9093 8600