

**Creative Guidelines**

- All creatives should be supplied **7 business days** prior to launch for testing and approval
- **Failure to provide copy to the required specifications outlined in Centaur Media PLC’s specification documentation by the deadline will result in inventory reserved for your campaign being released proportionately on a daily basis, until the creative is received. This will impact on total impression delivery as the campaign will not be extended past the end date stated on your booking contract. Please note, you will still be charged for the full amount of your booking.**
- If you are supplying a 970x250 Billboard or 970x90 Super Leaderboard you must supply the following sizes for Mobile and Tablet:
  - Mobile = 320x50
  - Tablet = 728x90
- **Failure to supply Mobile and Tablet sizes will mean that your campaign will not go live, as above there will be a proportionate reduction in the number of impressions served and you will still be charged for the full amount of your booking.**
- The formats we currently accept are: **Gif, HTML5, 3<sup>rd</sup> Party HTTPS tags.** (Preferably DFP Redirects)
- **We no longer accept Flash**
- All advertising units must have a 1-pixel border distinct from the background colour of the site.
- All audio & Video must be user initiated.
- All Expandable/Retractable Units must be supplied in 3rd Party Ad Tag format from a 3rd Party Ad Tag provider using the HTTPS version of the tags.
- All files supplied as .zip will need to be sent to [fs.clientservices@centaurmedia.com](mailto:fs.clientservices@centaurmedia.com)

**Ad Specifications - Standard Ad Units**

<b>Desktop Display Billboard &amp; Super Leaderboard</b>	<b>If you are supplying a 970x250 Billboard or 970x90 Super Leaderboard you must also supply the following sizes for Mobile and Tablet:</b>				
	<b>Mobile = 320x50 Tablet = 728x90</b>				
	<b>Failure to supply Mobile and Tablet sizes will mean that your campaign will not go live until we are supplied all three sizes.</b>				
	<b>Inventory reserved for your campaign will be released proportionately on a daily basis, until the creative is received.</b>				
	<b>Please note, you will still be charged for the full amount of your booking.</b>				
	Type	Dimensions [w x h]	GIF/JPEG Max file size	HTML5 Max file size	3 <sup>rd</sup> Party Tag (see page 2)
	Billboard (Desktop)	970x250	50kb	200kb	HTTPS
	Billboard (Tablet)	728x90	50kb	200kb	HTTPS
Billboard (Mobile)	320x50	50kb	200kb	HTTPS	
Super Leaderboard (Desktop)	970x90	50kb	200kb	HTTPS	
Super Leaderboard (Tablet)	728x90	50kb	200kb	HTTPS	
Super Leaderboard (Mobile)	320x50	50kb	200kb	HTTPS	

**Ad Specifications - Standard Ad Units**

	Type	Dimensions [w x h]	GIF/JPEG Max file size	HTML5 Max file size	3 <sup>rd</sup> Party Tag (see page 2)
<b>Desktop, Tablet, Mobile MPU</b>	MPU	300x250	50kb	200kb	HTTPS

	Type	Dimensions [w x h]	GIF/JPEG Max file size	HTML5 Max file size	3 <sup>rd</sup> Party Tag (see page 2)
<b>Desktop, Tablet HPU</b>	Half Page	300x600	50kb	200kb	HTTPS

**Ad Specifications – In Read (in article) Video (see page 6)**

Type	Resolution: max	MPEG Max file size	Maximum Run Time
<b>Desktop In Read Video</b>	1920x1080	200MB	30 Seconds

**Ad Specifications –Tablet & Mobile**

	Type	Dimensions [w x h]	GIF/JPEG Max file size	HTML5 Max file size	3 <sup>rd</sup> Party Tag (see page 2)
<b>Mobile</b>	Tablet Leaderboard	728x90	50kb	200kb	HTTPS
<b>Tablet</b>	Mobile Banner	320x50	50kb	200kb	HTTPS

**Ad Specifications – Recruitment**

	Type	Dimensions [w x h]	GIF/JPEG Max file size	HTML5 Max file size	3 <sup>rd</sup> Party Tag (see page 2)
<b>Recruitment</b>	MPU	300x250	50kb	200kb	HTTPS

**Ad Specifications – Newsletter Advertising (see page 8)**

	Type	Dimensions [w x h]	GIF/JPEG Max file size
<b>Newsletter Ads</b>	<a href="#">Click here for more information</a>		

### 3rd Party HTTPS Tags

- Creative must accept third party click tracking.
- Creative must be able to accept cache-busting code.
- Creative code must be provided as **HTTPS** (Preferably DFP Redirects)
- Creative should not be frequency capped at the third-party side unless approved in advance.
  
- **Initial file load: 200kb** - Includes all assets and files necessary for completing first visual display of the Ad
  
- **Host-initiated subload: 1MB** where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded
  
- Additionally, for ad units that allow video, another **1.1 MB** of file size is allotted for auto-initiated 15-second videos, and **2.2 MB** for auto-initiated 30-second videos in both display and mobile.
  
- **User-initiated file size: 2MB** Ads that allow additional file size for host initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking the ad (or a portion of an ad).
  
- **Max number of host-initiated file requests: 30** file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.
  
- **HTML5 Note (IAB):** HTML5 introduces new options for developing ads. IAB has developed an [“HTML5 for Digital Advertising”](#) guide to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.

	Type	Dimensions [w x h]	Initial Load Max file size	Subsiquent Load Max file size	Max File Requests	3 <sup>rd</sup> Party Tag
Desktop	Billboard (Desktop)	970x250	200kb	1000kb	30	HTTPS
	Billboard (Tablet)	728x90	25kb	200kb	30	HTTPS
	Billboard (Mobile)	320x50	25kb	200kb	30	HTTPS
	Super Leaderboard	970x90	200kb	1000kb	30	HTTPS
	Super Leaderboard (Tablet)	728x90	25kb	200kb	30	HTTPS
	Super Leaderboard (Mobile)	320x50	25kb	200kb	30	HTTPS
	MPU	300x250	200kb	1000kb	30	HTTPS
	Half Page	300x600	200kb	1000kb	30	HTTPS
Mobile	Mobile Banner	320x50	25kb	200kb	30	HTTPS
Tablet	Tablet Leaderboard	728x90	25kb	200kb	30	HTTPS

## HTML5 – Files Supplied Direct (zip file)

### Guidelines

- Maintain an overall file size of less than or equal to 200KB, this includes all non-video, self-contained and external files
- Centaur Media will not be held responsible for H5 creative issues, nor will they troubleshoot H5 issues beyond trafficking a test page for testing purposes
- The advertiser/agency must ensure clickTag formatting is correct and Centaur Media is able to properly track clicks and impressions before the ad goes live
- The advertiser/agency is responsible for the optimization and packaging of the HTML files per the guidelines below.
- The advertiser/agency is responsible for cross-platform, cross-browser compatibility to include the implementation of proper fallback measures.

### Technical Considerations

- **File Size** – HTML5 ad size should be expected to be larger than what has been defined for traditional creative and should be discussed with other parties involved in delivering and placing the ad. The max file size should be negotiated with the publisher,
  - File size measured after compressing the ad (all code and assets) to a .zip file
  - The .zip file must include all referenced code such as Javascript libraries
    - Some files such as JS libraries and Web fonts can be called from another location but must be considered as part of the overall file size
    - Exceptions exist such as user-initiated videos which may be excluded from the overall file size
  - Once the .zip is uncompressed, the ad must be viewable without a network connection
  - The ad server should be able to predict ad drop-off rate from total file weight
- **Optimization and Packaging** – tools for optimizations such as IDE are not yet available and being an open web technology means a large degree of development and creative freedom exist
  - Code minifiers and compiler can assist in compressing code
  - PNG crushers can reduce file size and scalable vector graphics (SVGs) is a lean method applicable to HD displays
  - Use HTML text and scalable fonts whenever possible and consider font sub setting to increase legibility and reduce file size and download times.
  - The number of individual files for an ad should be minimal and sprite sheets, code compilers and Base64 encoding of smaller images is recommended
  - Maximize code efficiency so that it never uses the CPU to its capacity by using CSS styling and transitions for animations to divert processing power to the GPU
  - Consider using gzip (.gz) compression which results in a smaller file size
- **Ad Server Compatibility** – recommendations for maximizing compatibility with the ad server
  - Ads must use the clickTag variable as the destination of the click event
  - Click tags should be placed in the .html file without minification or obfuscation so the ad server can easily find the variable and substitute the correct value
  - Hard-coded click-through URLs are required in the HTML for the ad server to track clicks
  - When multiple .html files are included, the click tag variable must be present in the first .html file that loads

```
<html>
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
var clickTag = "http://www.google.com"; </script>
</head>
[The rest of your creative code goes here.] </html>
```

**Your creative must use the click tag variable as the click-through URL:**

```
<a href="javascript:window.open(window.clickTag)">

</a>
```

OR

```
Place it in a container by making use of events:
<div onclick="window.open(window.clickTag);">

</div>
```

## HTML5 – Files Supplied Direct (zip file) - continued

- **Ad Server Compatibly** – recommendations for maximizing compatibility with the ad server (continued)
  - In instances of multiple clickthrough urls in the same ad, enumerate click tags as follows: *clickTag0, clickTag1, clickTag2*
  - Set the target attribute to “\_blank” so the click destination opens in a new window or tab
  - Ad dimensions must match placement dimensions to avoid distortion unless the ad is specifically designed to be responsive
  - Ad dimensions should be defined within the <head> using the <meta> tag with the name “ad.size”
  - For expansion or rich ads appearing in SDK based web applications, follow the IAB Rich Media Ad Interface Definition (MRAID)
  
- **Fallback** – Since ad servers are not designed to detect HTML5 compatibility in browsers the following fallback recommendations should be adhered to
  - Fallbacks should be designed as part of the ad creative and should include the testing of ad features across browsers to ensure acceptable rendering
  - Be aware of which HTML5 features you use to ensure cross-browser compatibility
  - **Given that the ad server cannot control when to show a backup image it is not necessary, instead the ad code should detect what is failing and degrade gracefully**
  - **<noscript> tag should be used to provide a path to an alternative image if a user has scripts disabled or client-side scripting is not supported (check to see if DFP uses this tag)**
  
- **Zip File Contents** – the .zip file submitted should follow the guidelines below
  - There must be at least one .html file in the .zip which can load into an iFrame and that includes at least one clickTag
  - If multiple .html files exist the ad server should prompt the uploader for the appropriate .html file to use as the starting point
  - Structure files as needed
  - All code and assets should be relatively referred to by the .html file
  - Minimize the number of files for performance reasons
  - All code and assets should be contained in the .zip and the ad should be self-contained so that the ad is not dependent on a network connection
    - Exceptions include files such as Javascript libraries, CSS source files or web fonts which, though external, are considered part of the overall size if loaded upon initial file load
  - If there are multiple image files, ensure the images are named uniquely and are identifiable
    - Add the “alt” attribute while using a similar naming convention to identify the creative to ensure accurate referencing and matching
 Example:  

```



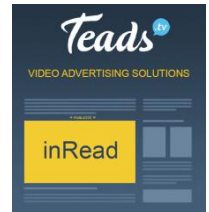
```
  
- **Video and Animation** – guidelines for HTML5 that make use of the video tag or animated content
  - **For in-banner video, video content is delivered by default to progressive download therefore the file weight should be kept small especially for mobile where a 2.5MB or smaller video is required (allow?)**
  - The video file is included as part of the ad’s overall file size
  - For animation the proper use of Javascript time controls like *setInterval, setTimeout* and *requestAnimationFrame* are highly recommended to reduce CPU load
  - jQuery animation can delay animation playback therefore CSS animation is recommended
  - To prevent code conflicts with the pub site the use of wrapping Javascript and CSS in closures or namespaces is recommended
  - Because frames per second (FPS) for HTML5 does not impact browser performance in the same way Flash does and cannot be defined by Javascript it is not required

## Tools

- Google Web Designer – to build creatives in HTML5 – <https://www.google.com/webdesigner>

## Ad Specifications – In Read Video

- A ground breaking and innovative in article video advertising format
- Ad format inserted in the heart of editorial content
- The video only plays once visible enough on the user screen and pauses once non visible
- CPV billing triggered after a minimum viewing time VAST2 and VPAID compliant
- Advertisers are only paying for Videos that are viewed



### A video file is all we need



- Resolution: max 1920\*1080 – min 640\*360
- Maximum file size: 200MB
- Video formats: mov, flv, mpeg4, avi, etc.
- Length: 30 sec max (additional technical fee for ads > 30 sec)
- Aspect ratio: 16:9 (4:3 not supported)
- Codec: any Video Codecs format, excepted: ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE
- Sound: on

+

URL redirection (click command)



OR

VAST redirect

Maximum creative size hosted by agency: 5MB

## Ad Specifications – Mobile Site Takeover

	Type	Dimensions [w x h]	GIF/JPEG Max file size	HTML5 Max file size	3 <sup>rd</sup> Party Tag
Display	Mobile Banner	320x50	50kb	200kb	HTTPS
	MPU	300x250	50kb	200kb	HTTPS

### Creative Guidelines

- The formats we currently accept are: **Gif, HTML5, 3<sup>rd</sup> Party HTTPS tags**. We no longer accept **Flash**
- HTML5 is accepted by Centaur Media and will work correctly within HTML5 enabled browsers and environments. If users have the latest versions of Chrome, Safari, Internet Explorer, or Firefox, their browser is already capable of handling most code written in HTML5
- If a user’s browser is not updated, backup images will display instead of the HTML5 creative. HTML5 creative should follow the same advertising specifications as other Standard and Rich Media creative developed for each site  
As with other rich media, HTML5 will require testing and approval 3 business days prior to launch
- All creatives should be supplied 7 business days prior to launch for testing and approval
- All advertising units must have a 1-pixel border distinct from the background colour of the site
- All audio & Video must be user initiated
- All Expandable/Retractable Units must be supplied in 3rd Party Ad Tag format from a 3rd Party Ad Tag provider using the HTTPS version of the tags
- All Rich Media creative must include a ‘Close’ button.
- Initial load: **25kb**, Host-initiated subload **200kb**, User-initiated download size **2MB**
- All files supplied as .zip will need to be sent to [fs.clientservices@centaurmedia.com](mailto:fs.clientservices@centaurmedia.com)

### 3rd Party HTTPS Tags

- Creative must accept third party click tracking
- Creative must be able to accept cache-busting code
- Creative code must be provided as **HTTPS**
- Creative should not be frequency capped at the third-party side unless approved in advance
- Creative code should automatically launch pop-ups/pop-unders
- **Initial file load: 25kb** - Includes all assets and files necessary for completing first visual display of the Ad
- **Host-initiated subload: 200kb** where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded
- **User-initiated file size: 2MB** Ads that allow additional file size for host initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking the ad (or a portion of an ad)
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	Type	Dimensions [w x h]	Initial Load Max file size	Subsiquent Load Max file size	Max File Requests	3 <sup>rd</sup> Party Tag
<b>Mobile Display</b>	Mobile Banner	320x50	25kb	200kb	30	HTTPS
<b>Tablet Display</b>	Tablet Leaderboard	728x90	25kb	200kb	30	HTTPS



## Ad Specifications - Email Newsletter Advertising

	Type	Dimensions [w x h]	GIF/JPEG Max file size
Daily/Weekly	Banner	728x90	35k
	Text Box	50 words	-

**Please note that animated GIFs are not supported in every email client. Newer versions of Outlook (2007, 2010 and 2013) won't show the full animation, they will just show the first frame. We strongly suggest that you include the vital information (eg the call-to-action, offer, or headline) in the first frame of the GIF or supply a static JPG/GIF instead. You can also supply a sponsor message of up to 50 words.**

### Bespoke 3rd party and jobs email campaigns

For full HTML creatives being supplied, we ask that the following be considered:

- Maximum 600 pixels in width. Any height.
- HTML should be built using tables for email compatibility - divs and referenced stylesheets are not supported on all email clients.
- Graphic use should be kept to a minimum. Lots of graphics slow the user down in terms of reading the email and clicking through. Image resolution should be 72dpi.
- We discourage the use of background images, animated gifs, videos and image mapping, since these aren't supported on all email clients. If they are to be used, suitable fall-backs should also be in place.
- Only web safe fonts should be used & we suggest a minimum font size of 13 pixels.
- Our templates are 'mobile ready', so we encourage the use of media queries & other fluid coding techniques.
- Please ensure your html code has been fully tested before sending to us.

If you require us to build the HTML, please supply a pdf or word doc, complete with approved copy, graphics & detailed instructions. We require a minimum of 48 hours for design, build and testing. For a responsive email, we ask for an additional 24 hours.

**FOR FURTHER INFORMATION ABOUT RATES AND AVAILABILITY, PLEASE CONTACT ANY OF THE FOLLOWING PEOPLE:**

Contact	Telephone	Email
Simon Boulton	020 7970 4935	<a href="mailto:simon.boulton@centaurmedia.com">simon.boulton@centaurmedia.com</a>
Graeme Rossiter	020 7970 8054	<a href="mailto:graeme.rossiter@centaurmedia.com">graeme.rossiter@centaurmedia.com</a>
Victor Georgiades	020 7970 4706	<a href="mailto:victor.georgiades@centaurmedia.com">victor.georgiades@centaurmedia.com</a>

**All creatives and copy should be sent to [fs.clientservices@centaurmedia.com](mailto:fs.clientservices@centaurmedia.com)**