

Ad Specifications Guide

Format	Size (WxH Pixels)	File Weight	Audio	Restrictions	Controls	Notes
Leaderboard	728x90 (no expansion)	Less than 40kb flash files require a back up gif.	N/A	No expansion permitted for Emap served SWF ads. A maximum of 3 loops are permitted, 30 second animation duration.	N/A	SWF Flash files must be built with click Tag function. <code>getURL(clickTag, "_blank"); End();</code> The click through URL must be supplied separately. Recommended frame rate 18 fps to reduce CPU usage. Lead time 3 working days for testing.
Sky	160x600 (no expansion)					
MPU	336x280 (no expansion)					
Expandable Leaderboard	728x90 (max expanded area 728x270)	Less than 40kb. Polite download 2.2mb thereafter	User-initiated audio only. Clear sound on/off button.	Downwards expansion permitted on mouse over only (or Click to open/close). Immediate auto-contraction on roll off. No Auto expansion.	Expansion panel must play above flash, i- frames, java applets on page and hide drop- down form boxes. Available on top Leaderboard only.	No 468x60 creative sizes served into this slot. No i-Frames Ad tags permitted. Advertiser is responsible for all 3 rd party ad serving costs. Lead time 5 working days for testing.
Expandable Sky	160x600 (max expanded area 480x600)	Less than 40kb. Polite download 2.2mb thereafter	User-initiated audio only. Clear sound on/off button.	Left expansion permitted on mouse over only (or Click to open/close). Immediate auto-contraction on roll off. No Auto expansion.	Expansion panel must play above flash, i- frames, java applets on page and hide drop- down form boxes.	No i-Frames Ad tags permitted. Advertiser is responsible for all 3 rd party ad serving costs. Lead time 5 working days for testing.
Expandable MPU	336x280 (max expanded area 672x280)					
Video MPU	336x280 (no expansion)	Less than 40kb. Polite download 2.2mb thereafter	User-initiated audio only. Clear sound on/off button.			No i-Frames Ad tags permitted. Advertiser is responsible for all 3 rd party ad serving costs. Lead time 5 working days for testing.
Overlay	Up to a maximum of 500x500	Less than 40kb. Polite download 2.2mb thereafter	User-initiated audio only. Clear sound on/off button.	Auto close after 15 seconds. Positioning is at Editorial discretion. A maximum of 3 loops are permitted.	Close buttons must be bold & clear, with the word "Close" and a "x" in the top right hand corner of the ad. The close button must be situated within the outlined border of the ad. If the ad is intrusive we may request the close button in a larger font type and bolder. Must play above flash, i-frames & java applets on page.	Overlays must not cover any part of site branding or navigation. No i-Frames Ad tags permitted. Capping is applied by Emap Adops Team. Advertiser is responsible for all 3 rd party ad serving costs. Lead time 5 working days for testing.
Page Peel	Initial creative must be a maximum size of 100x100 To a maximum expansion of 750x500	Less than 40kb. Polite download 2.2mb thereafter	User-initiated audio only. Clear sound on/off button.	"Peel here" is a polite small triangle peel that sits on the top right hand corner for a maximum of 15 seconds. Animated corner is permitted.	Once the peel has been initiated, it must contain a close button. Please follow close button instructions for overlay controls. Roll on / roll off or click to open. Click to close functionality must be employed.	No i-Frames Ad tags permitted. Capping is applied by Emap Adops Team. Advertiser is responsible for all 3 rd party ad serving costs. Lead time 5 working days for testing.
Banner Top & Bottom	468x60	Less than 40kb gif/jpeg only	N/A	gif/jpeg only	Email Newsletters Only	Lead time 3 working days for testing.
Sky	160x600					

Contact

Email: adops@emap.com

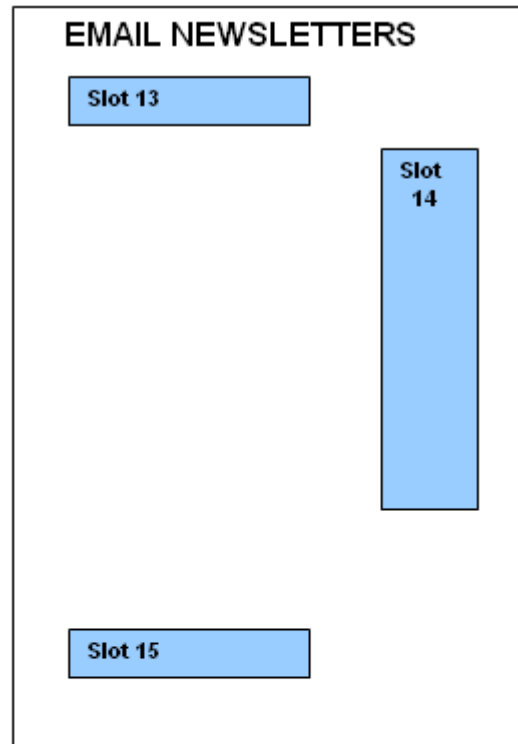
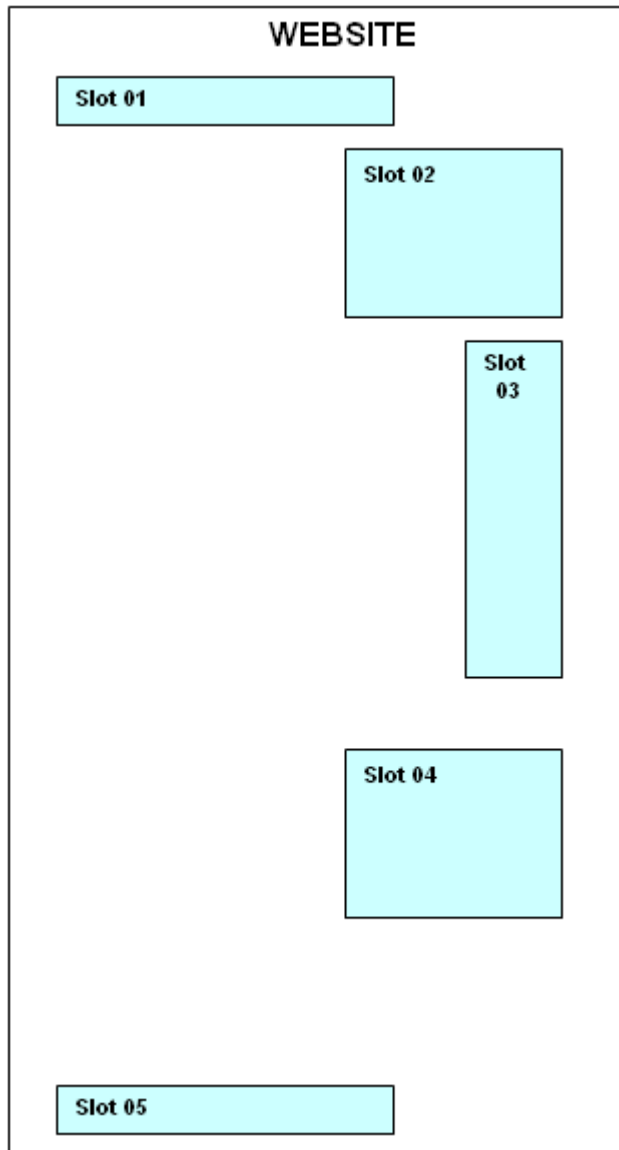
Telephone Number: 020 7728 5691

Telephone Number: 020 7728 3719

Telephone Number: 020 7728 4616

Please note, the following creatives require
third party rich media hosting; expandable,
video, overlay and page peel





Representation of banner slot positions

	AD POSITION	Width in Pixels	Height in Pixels	File Size
Slot 01	Top Leaderboard	728	90	40k
Slot 02	Top MPU	336	280	40k
Slot 03	Skyscraper	160	600	40k
Slot 04	Bottom Leaderboard	728	90	40k
Slot 05	Bottom MPU	336	280	40k

BANNERS RUNNING ON NEWSLETTERS CAN ONLY BE IN GIF/JPEG FORMAT

	AD POSITION	Width in Pixels	Height in Pixels	File Size
Slot 13	Top Banner	468	60	40k
Slot 14	Skyscraper	160	600	40k
Slot 15	Bottom banner	468	60	40k