AD TECHNICAL SPECIFICATIONS

General
Momentum Media uses DFP (Google's Doubleclick for Publishers) with the use of SafeFrames; we request that the client/creative agency ensures all creative is compatible with this server and the corresponding SafeFrames/SSL.

All creative should be distinguishable from the surrounding environment and majority of our sites are on white/light grey background. Should your advertisement be contained on a white background, you must include a 1px black border around the ad to avoid blending. In fact, we find ads that blend into the site have poorer performance than those with a border around them.

Formats
JPG, GIF, PNG or HTML5. Third party serving accepted, however tags must be contained within an iFrame or served via Internal Redirect tag. **It is a strict requirement that all third party tags must be trackable on our end, using standard Google DFP macros. Should we find that either impressions or clicks are not being tracked by our systems for a particular tag we reserve the right to utilise a different tag should one be available or take down the tag until a new tag is supplied.**

Flash
Flash is no longer accepted, due to restrictions on many browsers.

Max File Sizes
A max file size for all website advertising is set at 100KB, except for the website skin and mobile versions (see below).

Website Skins
Due to sheer size of this ad unit we have set slightly different specs for the skin. To keep file size down and ensure smooth loading, we cannot accept creative in HTML5 formats. If you wish to animate you can through a GIF but be aware the max file size for this placement is 300KB. Other formats accepted are JPG and PNG.

Mobile version of the skin is 320x186

HTML5
An overview of HTML5 and the changes that brought this format about can be found here. A great tool for developing HTML5 creative or converting old flash files to HTML5 is Swiffy. If building from scratch we recommend that the larger bits of the HTML5 content be politely loaded (eg images, share libraries). Please ensure you have an appropriate clicktag embedded in the creative code.

No portion of the creative should produce any kind of strobing/flashing effect to users.

Video creative is accepted in our online ad units and are best run via HTML5 templates so that client's can control all aspects of the creative. Creative still needs to be built to the allocated size of the ad unit booked and any audio must be muted, requiring the user to engage the creative to turn the audio on.

Initial load size = 150K
Max File Size = 2MB
Animation Length = 30 secs
With regards to FPS, we don't have any specific requirements, but request that no portion of the video produces any strobing or flashing.

Mobile
Due to scaling issues, some ad units require a separate piece of creative for mobile traffic. Max file sizes should be no more than 50KB and best run as standard image files (JPG, PNG or GIF).

Popups
These ad units are displayed once per day per user. Due to restrictions and recommendations from the Better Ads Standards, the Popup only appears on desktop article pages, and only 'pop up' when the last paragraph of the article comes into view. A small 40x40 pixel close button is housed (implemented by Momentum Media) in the top right hand corner of the creative.

Expandable Leaderboards
The functionality of these creative types are coded and built by our development team, and to ensure they function correctly on all browser types and versions, we cannot accept third party tags for this position and creative must be supplied in standard image formats: JPG, PNG or GIF.

BULLETIN/EMAIL ADVERTISING

General
When advertising through email, it is crucial to be aware of the significant limitations on creative imposed by the email platforms of our subscribers. Further to this, due to common triggers in email security providers, we cannot run hyperlinks on your ads that are any form of URL shortener (eg: goo.gl or bit.ly etc). Unfortunately, use of these hyperlinks can cause the entire email to be flagged as spam or restrited from delivering to the subscribers inbox.

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Formats
JPG, PNG or GIF only. Third party serving is **NOT** accepted, however we can implement click trackers and impressions pixels for you.

Max File Sizes
Static images should be no larger than 40KB, animations should not exceed 60KB.

Animation
On some email browsers like Outlook, animated GIFs do not run through their animation like they do on web based email browsers like Gmail. In email browsers like Outlook, all that is displayed is the first frame of the GIF.

A standard internal practice is to display the frame with the most important message first and for only a split second. After this the animation should continue as normal. This allows for Outlook users to see a static with everything they need and those using browsers like Gmail to see the animation as normal. For further information on this work around or anything else listed above, please contact Carl Mazzolo (Carl.Mazzolo@MomentumMedia.com.au).