

## Web advertising specifications

### > In page units

	Dimensions (pixels)	Max Initial Load
Banner	468 x 60	30 K
Leaderboard (Megabanner)	728 x 90	30 K
Skyscraper	120 x 600	30 K
Wide Skyscraper (Megaskyscraper)	160 x 600	30 K
MPU (Med rectangle)	300 x 250	30 K

**NB.** All animations must cease completely after a maximum of 30 seconds

### > In page expandable units

	Maximum Expansion (pixels)	Maximum Initial Load	Expansion direction
Banner	468 x 400	40 K	Down
Leaderboard (Megabanner)	728 x 400	40 K	Down
Skyscraper	400 x 600	40 K	Left
Wide Skyscraper (Megaskyscraper)	400 x 600	40 K	Left
MPU (Med rectangle)	500 x 500	40 K	Left and vertical
Mega Mega Banner	917 x 215	40 K	Down

**NB.** All animations must cease completely after a maximum of 30 seconds

Creative must have a close button that reads "Close X" in minimum font size 16

Expansion must be user initiated

Creative must return to original state without delay if a user moves off the creative area

Mega Mega Banner has a maximum width of 917px. Collapsed height is 30px.

■ Contact the Sales Team: [displayads@newscientist.com](mailto:displayads@newscientist.com)

■ UK: +44 (0)20 7611 1291 ■ US: (212) 791-4318 ■ AUS: +61 2 9422 2038

## Web advertising specifications

### > General advertising guidelines

- Animations must cease **completely** after a maximum of 30 seconds
- All audio initiation must be on-click only
- Click-through URLs must open into a new tab or window
- Creatives designed with a white background must include a coloured border
- Expandable creative must have a close button control. It must appear at the first completely visible frame and should read "Close X" in minimum font size 16, on a non-transparent background
- Expanded creative should 'snap back' without delay if a user moves out of the creative area
- We do not accept ads that mimic NewScientist.com's editorial content or style, or computer or computing system messages or warnings
- Creative must be supplied three working days before campaign start
- All creatives must be approved and tested before a campaign can begin. If creatives have to be returned for revision, there may be a delay in starting the campaign

### > Flash & rich media guidelines

#### Looping

- Animations must cease after a maximum of 30 seconds

#### Expansion

- Any expansion must be user initiated.
- Creative should "snap back" without delay if a user moves out of the expansion area
- Expandable creative must have a close button control. It must appear at the first completely visible frame and should read "Close X" in minimum font size 16, on a non-transparent background

#### Clicks and Tracking

- Click-through URLs must open into a new tab or window
- Flash creatives should include the following clickTAG tracking code:

```
on (release)
{
  getURL(_root.clickTAG, "_blank");
}
```

Additional information can be found on Adobe Macromedia's site [http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

#### CPU Usage Guidelines

A CPU usage spike of ~25% is normal when Flash files are animating. If the CPU usage is higher, the Flash file may need revising until it uses less CPU resource. For information on optimising Flash files, Macromedia offer assistance at [http://help.adobe.com/en\\_US/flash/cs/using/WSd60f23110762d6b883b18f10cb1fe1af6-7b23a.html](http://help.adobe.com/en_US/flash/cs/using/WSd60f23110762d6b883b18f10cb1fe1af6-7b23a.html)

#### Other Requirements

- Flash SWF files need to be version 8 or earlier
- Where applicable - e.g. streaming content - initial flash load size must be a maximum of 40Kb
- Audio is permitted; initiation is 'onClick' only and design must include an on/off (mute) switch at least 25x25px in size and clearly visible
- Video must be user initiated and have full user controls including mute and stop button
- Creatives designed with a white background must include a coloured border
- An alternative GIF or JPG file must be provided for browsers that do not have a compatible Flash Plug-In

■ Contact the Sales Team: [displayads@newscientist.com](mailto:displayads@newscientist.com)

■ UK: +44 (0)20 7611 1291 ■ US: (212) 791-4318 ■ AUS: +61 2 9422 2038

## Web advertising specifications

### > Overlay and floating units

	Maximum Expansion (pixels)	Maximum Initial Load
Overlay (Floating ad)	500 x 500	30 K

**NB.** Overlay creative must remove itself after a maximum of 10 seconds  
Expandable creative must have a close button control. It must appear at the first completely visible frame and should read "Close X" in minimum font size 16, on a non-transparent background

### > Newsletter units

	Dimensions (pixels)	Maximum File Size
MPU	300 x 250	30 K

- Only GIF or JPG files are acceptable and must conform to our general ad guidelines above
- Creatives can be 3rd party delivered / redirects

■ Contact the Sales Team: [displayads@newscientist.com](mailto:displayads@newscientist.com)

■ UK: +44 (0)20 7611 1291 ■ US: (212) 791-4318 ■ AUS: +61 2 9422 2038