

CREATIVE SPECIFICATIONS

MoneyMarketing

mortgagestrategy

fundstrategy

Creative Type	WxH (Pixels)	Sponsorships	Assets
Leaderboard	728x90 (exp. to 180 down max)	Homepage Takeover	Leaderboard, ribbon, skyscraper & MPU
Super Leaderboard	980x90 (exp. to 180 down max)	Channel Homepage	Leaderboard, ribbon, skyscraper & MPU
Ribbon	980x60 (exp. to 120 down max)	Search Sponsorship	Logo, leaderboard, ribbon, skyscraper & MPU
Skyscraper	120x600 (exp. to 240 left max)	Most Popular Sponsorship	Logo
MPU	300x250 (exp. to 600 left max)	Related Articles Sponsorship	Logo
Half Page	300x600	Straw Poll Sponsorship	Logo
Single Button/Tile (per month)	120x60	Join the Debate/Comments	Logo, leaderboard, ribbon, skyscraper & MPU
Overlay	300x300	Email Sponsorship	MoneyMarketing/MortgageStrategy - non-expanding skyscraper, 100 words & links
Page Peel	300x300	Email Sponsorship	FundStrategy - non-expanding MPU, 100 words & links
Article Banner	468x60		

Max File Size:	Website - 50k, emails - 20k
Accepted File Types:	Animated gif or swf with ClickTag enabled
Lead Time:	3 working days



For more information about clickTag please visit http://www.macromedia.com/resources/richmedia/tracking/designers_guide

For more information about Eyeblander please visit <http://www.eyeblander.com> / 020 7759 2377 / info@eyeblander.com

NOTES FOR FLASH DEVELOPERS:

If supplying Flash (.swf) creative please ensure that the ActionScript code below is included in the creative, in order to open a new window:

```
on (release) {
    getURL(clickTag, "_blank");
}
```

A back-up .gif should be provided for all creative. Hard-coded click URLs should not be used.

NOTES FOR CREATIVE SERVED FROM A THIRD-PARTY SYSTEM:

- Creative must accept third party click tracking
- Creative must be able to accept cache-busting code
- Third-party JavaScript code is acceptable
- Creative should not be frequency capped at the third-party side unless approved in advance

RICH MEDIA

- All Expandable/Retractable Units, In-Page Video Units, Pop-Up or Pop-Under & Floating Units must be supplied in 3rd Party Ad Tag format from a 3rd Party Ad Tag provider.
- All Rich Media creative must include a 'Close' button.
- All audio/visual creative must be user initiated.
- If Video is part of any other rich media units, polite download file weight should adhere to In-Page Video limit of 1.2MB.

CONTACT DETAILS

For further information about rates and availability, please contact any of the following people:

Emma Dougan T 020 7943 8010 E emma.dougan@centaur.co.uk
Natalie Jacob T 020 7970 4605 E natalie.jacob@centaur.co.uk
Nick Wakeham T 020 7943 8077 E nick.wakeham@centaur.co.uk