**Display Advertising: Technical Specifications Summary**

***Important Note:*** *All creative material should preferably be supplied as image or anima­tion files, together with their associated URLs/clickTags. If third-party hosting is required, only “link-image” HTML or industry-standard DART JavaScript tags (not iFrames) will be accepted.*

**Leaderboards (inc. INFOrmation Page & AngloFILE Sponsorships)**

* Can be a JPEG, PNG or (static or animated) GIF image or a Flash animation
* The maximum size is 728x90 pixels, 40 KB

**Skyscrapers**

* Can be a JPEG, PNG or (static or animated) GIF image or a Flash animation
* The maximum size is 160x600 pixels, 40 KB

**MPUs**

* Can be a JPEG, PNG or (static or animated) GIF image or a Flash animation
* The maximum size is 300x250 pixels, 40 KB

**Buttons**

* Can be a JPEG, PNG or (static or animated) GIF image or a Flash animation
* The maximum size is 200x200 pixels, 30 KB

**Newsletter Sponsorships**

* Can be a JPEG or *static* GIF image
* The maximum size is 600 x 74 pixels, 20KB
* The same advertisement must be used for all four weekly newsletters

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| JPEG, PNG & GIF Images   * A fully-qualified URL must be supplied for linking to the client’s website or e-mail ad­dress, or to an AngloINFO-hosted page (such as an INFOsheet) * No image maps are supported, so there can be only one clickable link   Flash Animations (SWF)   * Animations must be SWFs compatible with Adobe/Macromedia Flash 8.0 or earlier, with a maximum duration of 15s. * URLs should not be embedded; rather, clickTag code must be used * If multiple clickable links are required, subsequent URLs must be embedded (and will not be tracked by AngloINFO’s ad server). * A fully-qualified URL must be supplied for each clickTag. (The capitalisation of the click­Tags must be: clickTag as this is case-sensitive) * No automatically-playing sounds may be embedded. If audio is to be part of the adver­tisement, the user must be required to instigate the playing of the audio by a deliberate action on their part * Advertisers are advised to supply an additional identically-sized image-based graphic (preferably JPEG or GIF) for browsers that are not Flash-compatible. As these are often on low-bandwidth/and or portable devices, file size should be kept to a minimum. |

*Last updated 01 March 2012*