GIZMODO KOTAKU lifehacker

Advertising Specifications

Allure Technology Ad Specs

Standard Display

Allure's Technology network offers IAB standard display formats across each channel.

Creative Types

Image: Up to 40kb, JPG, PNG or GIF

Flash: Up to 50kb, Flash 10/AS3/25 Fps

File Dimensions

Leaderboard

- 728 x 90 (WxH)
- 728 x 180 (expansion limit)

Medium Rectangle

- 300 x 250
- 600 x 350 (expansion limit)

Half Page

- 300 x 600
- 600 x 600 (expansion limit)

Brought To You By Logo

- 229 x 40
- File type: JPEG or .EPS
- This logo is displayed within the content river in conjunction with channel sponsorships. Only the logo or brand name should be present; no other 'presented by' or 'brought to you by' copy should be included.

Allowances

Third party ad serving

Video: 1MB Polite, 9MB Extended

Delivery Lead Time

Image/Flash: 3 days

Rich Media: 5 days

Allure Technology Ad Specs

High-Impact Billboard

Maximise impact with an interactive Billboard.

Dimensions

970 x 250

File size

Image: Up to 40kb, JPG, PNG or GIF

Flash: Up to 50kb polite load, 1.2 mb subsequent load. Flash 10/AS3/25 Fps

Max total file size: 10MB

Requirements

- Max number of panels: 3
- Max video length: 30 seconds
- Play, stop, pause and mute button required.
- Video can be auto play, audio must be user initiated.
- Looping: must be user initiated.
- A visible and functional "Close Ad X" button is required. When closed, the creative needs to go to a collapsed state as the site page content will be pushed up.
    - **Option 1:** The unit will collapse and an 88x31 "show ad" button can be served offering the user a chance to re-engage and expand the full 970x250 experience.
    - **Option 2:** The 970x250 will collapse into a static 970x90 super leaderboard.
    - *With either option, the collapsed component must be part of the single ad build and served as one unit (the expanded and collapsed versions being separate panels.) We suggest building the unit as an auto-expand banner with a collapsible panel vs two separate creative assets.*

Delivery Lead Time

Image/Flash: 3 days

Rich Media: 5 days

*If the unit is not third party served, production fees may apply and the lead time is subject to change.

Allure Technology Ad Specs

Mobile Display

Reach users on the go with standard and interactive mobile banners

Standard File Dimensions

- 300 x 80
- 300 x 250

Creative types

Image: Up to 30kb, JPG, PNG or GIF

Flash is not permitted.

Allowances

Third party ad serving

Delivery Lead Time

Image/Flash: 3 days

Rich Media: 5 days

Mobile Banner (300 x 80)

Mobile Banner (300 x 250)

Allure Technology Ad Specs

Homepage/Channel Skin

Give your creative room to breathe with a skin that surrounds the site.

Creative type

Image: 250k Max, JPG, PNG, GIF

Dimensions

Full skin: 2560 x 1440

(1680 x 1200 Minimum)

Safe Zone columns: 230 x 755

Requirements

- Copy and product imagery should not be placed where the Leaderboard will be served.
- Edges of the creative should bleed to a solid colour
- Ad creative must be clear, legible and not appear segmented
- Safe zones must be adhered to
- Allure is not responsible for any art or messaging that is cut-off if the files do not meet the dimension and template requirements.

Allowances

Third party ad serving

Allure Technology Ad Specs

Flash Guidelines

When building your creative files, please consider the below guidelines.

Behaviour

- Your ad must be optimised for minimal CPU usage — keep in mind there will be other flash creative on the page running at the same time
- Ads may contain user-initiated audio only
- Your ad may not include code that generates or uses random numbers
- Expansion is on click (instant) or on roll over (minimum 0.5 second delay)
- Any expansion must have prominent close button, which does not trigger another mouse over event while closing

Functionality

- All Flash ads should support the clickTag variable
- On any click, Flash ads should redirect to the URL specified in the clickTag argument; there should be no other redirection in between

Click Tag Examples:

AS2

```
on (release) {
  if (_root.clickTag.substr(0,5) ==
"http:") {
    getURL(_root.clickTag, "_blank");
  }
}
```

AS3

```
import flash.events.MouseEvent;
import flash.net.URLRequest;
// ...
someButton.addEventListener(
  MouseEvent.CLICK,
  function(event: MouseEvent) : void {
    flash.net.navigateToURL(new
URLRequest(
root.loaderInfo.parameters.clickTag),
"_blank");
  }
);
```

Replace 'someButton' with the name of the button that receives the click

For more information please contact:

Charlie.Armstrong@alluremedia.com.au