

TECHNICAL SPECIFICATIONS

Go to www.adcentre.com.au for video and niche media specs, and delivery instructions and deadlines.

Advertising Unit	Elements	Specifications
Leaderboard or Banner	Dimensions	728 x 90 pixels or 468 x 60 pixels
	File Types	JPEG, GIF or SWF
	Maximum File Size	25kb for leaderboards, 20kb for banners
	Animation should be limited to a max. of 20 secs.	
Medium rectangle	Dimensions	300 x 250 pixels
	File Types	JPEG, GIF or SWF However, if the advertiser wants to use this ad on e-newsletters as well, it can only be JPEG or GIF format (animated is ok). This is recommended for maximum exposure.
	Maximum File Size	30kb
	Animation should be limited to a max. of 20 secs.	
Sponsored Links	Dimensions	22 x 22 pixels +33 Char
	File Types	JPEG or SWF
	Maximum File size	5kb
Whitepaper	File Types	PDF
	Maximum File Size	Circa 200-500kb (max) Headline - max. 25 words
	Essential Elements	<ul style="list-style-type: none"> • Summary/Introduction with 2-3 sentence description • Byline/Author • Subject Line
Video	Size	Full standard definition frame size: 720x 576 Full frame rate: 25fps
	Duration	Tail duration - <30 sec Top duration - <15 sec
	Format	MOV, MP4, WMV. Other formats may be supported. Contact us to confirm
	Codec	h264 or equivalent
	Bitrate	3 Mbps or greater (high enough to avoid noticeable encoding artifacts)
Watermark Logo	To appear within video and intro screens	360 x 337 pixels Max. file size 65kb
Audio	Duration	Tail duration - <30 sec Top duration - <15 sec Near CD quality sound required
	Codec	MP3 or AAC
	Bitrate	128 kbps or greater (high enough to avoid noticeable encoding artifacts)
	"The Scoop" Audio	
Newsletter	Wide Skyscraper + Banner	160 x 600 pixels and 468 x 60 pixels
	File types	GIF or JPEG
	Maximum File size	30kb
Advertiser to provide click-through URL and any third party tracking tags		

CONTACTS

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