

FRG DIGITAL TECHNICAL SPECIFICATIONS & DEADLINES

FINANCIAL REVIEW GROUP DIGITAL TECHNICAL SPECIFICATIONS & DEADLINES			
ADVERTISING UNIT	DIMENSIONS WIDTH X HEIGHT	MAX FILE SIZE	SPECIFICATIONS
Leaderboard ACROSS NETWORK	728 x 90 px	25KB	<ul style="list-style-type: none"> • JPEG or GIF and click through URL or • SWF with backup GIF and click through URL (ensure WMODE parameter is set to transparent) or • 3rd party tags - <i>DoubleClick, MediaMind, Atlas, Facilitate</i> accepted. (Please contact traffic@afrc.com.au if another 3rd party is being used)
Medium Rectangle (MREC) ACROSS NETWORK	300 x 250 px	30KB	
Half Page ARTICLE PAGES	300 x 600 px	30KB	
Widestrip Mini Banner AFR.COM HOME PAGE	620 x 45 px	25KB	
Mid Banner SMART INVESTOR HOME	620 x 60 px	30KB	
Sponsored Links AFR.COM, BRW.COM.AU & SMART INVESTOR	60 x 50 px and text	5KB	<ul style="list-style-type: none"> • JPEG or GIF; no 3rd party material • + Click through URL • + 3 lines of text, maximum 33 Characters each line (excl spaces)
Promo Box SMART INVESTOR	156 x 100 px and text	20KB	<ul style="list-style-type: none"> • JPEG or Static GIF; no 3rd party material • + Click through URL • + 1st line max 15-18 characters, 2nd line max 50 characters, 3rd line max 15-18 characters or keep as "more info link"
Search & Stock Price logo SMART INVESTOR	100 x 30 px	5KB	<ul style="list-style-type: none"> • JPEG or Static GIF; no 3rd party material • + Click through URL
Top Trading Link SMART INVESTOR	text only	N/A	<ul style="list-style-type: none"> • Maximum 12 characters (incl spaces) - (Company or business name only)
E-NEWSLETTERS	DIMENSIONS	AD UNIT	SPECIFICATIONS
MIS	160 x 600 px	Skyscraper	<ul style="list-style-type: none"> • Maximum File Size 30KB • Must be supplied as either JPEG or GIF files • + Standard click through URL or • Click tag url and a GIF image source url can be supplied - only accepted in the following way: E.G. noscript <p>Note: HTML, Flash (SWF) files, and 3rd party tags cannot be used for e-newsletters. For animated GIF newsletter creatives please ensure your call-to-action is on the first frame of the creative, as most desktop email software clients do not support animated images. For this reason we recommend using JPGs or static GIFs.</p>
	468 x 60 px	Banner	
Asset	728 x 90 px	Leaderboard	
	300 x 250 px	MREC	
Market Wrap 5pm	728 x 90 px	Leaderboard	
Before The Bell	728 x 90 px	Leaderboard	
Financial Review Email Alerts	728 x 90 px	Leaderboard	
BRW	300 x 250 px	MREC	
Smart Investor	300 x 250 px	MREC	
CFO	300 x 250 px	MREC	

NOTE: Creative changes are limited to once per week.

Financial Review Group Digital Network includes afr.com, brw.com.au, afrboss.com.au, assetmag.com.au, afrsmartinvestor.com

DEADLINES:

Material deadline: 3 working days prior
 Booking deadline: 5 working days prior
 Cancellation deadline: 30 working days prior
 Send your finished creative to traffic@afrc.com.au

CONTACT:

Michelle Coniglio | Campaign Manager - Digital | Financial Review Group
 T:(02) 9282 2844 | E: traffic@afrc.com.au

FINANCIAL REVIEW GROUP DIGITAL TECHNICAL SPECIFICATIONS

The following guide explains the process for placing ads on the Financial Review Group (FRG) Online websites.

External hosted flash banners:

The clickTAG must not be hardcoded in the source file link.

The source file link should NOT look like the following:

<http://hostserver.com/banner.swf?clickTAG=http://clickthroughurl.com>

It should look like this:

<http://hostserver.com/banner.swf>

IMPLEMENTING ACTIONSCRIPT FOR TRACKING CLICKS IN FLASH ADS.

To track clicks in a Flash creative, specific ActionScript code needs to be implemented in a button instance (usually the width and height of the animation) that is in the top layer of the animation.

Select the button that is the 'click' within your ad and open the actions associated with that button.

The event associated with your button should be a mouse release.

The URL should be set to 'clickTAG' with the expression check box next to it checked. Note this value is case sensitive.

The window targeted should be set to “_blank”.

The 'variables' field should be set to 'Don't send'.

The **ActionScripts** code should look like the following:

```
On (release) {getURL(clickTAG,"_blank");}
```

OR

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

(if the flash movie contains several layers).

FRG is able to track up to 3 clicks in a single flash creative. To implement this, follow the same procedure as above, but the separate clicks are named 'clickTAG1', 'clickTAG2' and 'clickTAG3'.

MORE SPECIFICATIONS FOR DEVELOPERS

Creative/Animation:

A backup GIF must be provided for Flash (swf) creatives.

Click:

HTML & Flash creatives click through commands must open the destination address in a new window.

If your HTML creative submits data from a form to a server-side script, then the form will need to use the GET method. Financial Review Group's click tracking system cannot count the clicks of a form using the POST method.

Third-party ad serving:

We can work with all third-party ad serving systems. When using Facilitate or MediaMind ensure you select Financial Review Group as the publisher.

FINANCIAL REVIEW GROUP RICH MEDIA CONTENT

VIDEO CONTENT THROUGH MEDIUM RECTANGLES

Financial Review Group's Video Medium Rectangles use a third-party ad server to present your video through a medium rectangle ad format.

Being a DHTML creative type, the video medium rectangle can only be served via a third-party like MediaMind, Doubleclick, Motif or Atlas.

MediaMind

Financial Review Group recommends that video medium rectangle creatives are implemented through the Eyeblaster system.

You can contact the MediaMind creative team for further implementation details.

Telephone: (02) 8243 0000

Email: creativeau@mediamind.com.au

GENERAL SPECIFICATIONS

Dimensions: 300(W) x 250(H) pixels.

- Must contain controls for the user to start, stop or pause the video animation.
- Sound must be user initiated (when the ad begins playing, the sound must be off).
- An on/off sound button must be included, so that the user has complete control over the ad's audio.
- The third-party needs to perform browser detection and serve the video version to IE browsers and a non-video version to all other browsers.
- Video plays automatically in the first instance.
- For the second and subsequent appearances, the non-video flash ad appears with a call-to-action for the user to then load and play the video. The call-to-action can only be click initiated.

MEDIUM RECTANGLE EXPANDABLE CREATIVE

- Expanding action must be click initiated
- Expand size is 600 x 250 pixels (to the left)
- Sound must be user initiated
- User must be able to close expanded window at any time using a clearly identifiable icon
- All expandable creative must be approved by FRG before going live

FINANCIAL REVIEW GROUP DIGITAL ADVERTISING SALES

Paul van Wensveen
Strategic Publishing & Digital Group Sales Manager
Financial Review Group
T: (02) 9282 2727
F: (02) 9282 3854
Email: pwensveen@fairfaxmedia.com.au

FINANCIAL REVIEW GROUP DIGITAL ADVERTISING NSW

Megan Bakirtzidis
Account Executive
T: (02) 9282 2703
F: (02) 9282 3854
Email: mbakirtzidis@fairfaxmedia.com.au

Robert Cheng
Sales Coordinator
T: (02) 9282 2152
F: (02) 9282 3854
Email: rcheng@fairfaxmedia.com.au

FINANCIAL REVIEW GROUP DIGITAL ADVERTISING VIC

Andrew Schutt
Group Advertising Manager – Victoria
Financial Review Group
T: (03) 8667 3863
F: (03) 8667 3851
Email: ashutt@fairfaxmedia.com.au

FINANCIAL REVIEW WEBSITE QLD

Janice Batzloff
Fairfax Media
T: (07) 3835 7531
Email: jbatzloff@fairfaxmedia.com.au

FINANCIAL REVIEW WEBSITE SA

Brad Barber
Fairfax Media
T: (08) 8210 1122
Email: bbarber@fairfaxmedia.com.au

FINANCIAL REVIEW WEBSITE WA

Liz Molyneux
Fairfax Media
T: (08) 9423 8903
Email: lmolyneu@fairfaxmedia.com.au

Andrea de Kauwe
Fairfax Media
T: (08) 9423 8907
Email: adekauwe@fairfaxmedia.com.au

FINANCIAL REVIEW GROUP CAMPAIGN MANAGER

Michelle Coniglio
Campaign Manager - Digital
Financial Review Group
T: (02) 9282 2844
F: (02) 9282 3854
Email: traffic@afrc.com.au