



Standard Creative Specs

Creative Sizes

- **Banner** – 468x60
- **Leaderboard** – 728x90
- **Skyscraper** – 120x600 or 160x600
- **MPU** - 300x250
- **Button** - 300x160
- **Mobile banner Ad** - 320x50
 - Flash not accepted on mobile
- **Devil Unit** – 300x1050
 - File Size can be increased subject to discretion,
 - Video functionality is available
- **Double MPU** – 300x600
 - File Size can be increased subject to discretion and video functionality is available

Creative Specs

- Max File Size 30kb
- No Video Functionality
- Max of 3 loops/ 30 seconds
- Sound must be user initiated and have roll on/roll off functionality and a clear close button, located on the top right-hand side [**Close X**]
- **Creative supplied with reference to non member estate agency or third party logo's, and links are prohibited.**
- If swf flash file:
 - Provide a backup image file (either gif / jpg)
 - Only Flash Player V10.1 or lower accepted
 - AS2 Recommended
 - See *Standard/Rich Media Creative* slide for full details

Standard/Rich Media Creative

- Creatives can be supplied as .gif or Flash (.swf). A gif back-up creative should be provided. If built using Flash then the clickTag method should be used. The following code should be included in the Flash in full on a Button layer:

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

- We accept 3rdParty tags from all providers.
- A new window should open on click-through.
- Rapidly flashing content may trigger seizures in people with photosensitive epilepsy and therefore we discourage its use in creatives.
- We do not accept creative's with video or sound that is not user initiated.
- Creative supplied with reference to non member estate agency or third party logo's, and links are prohibited.
- **AS2 Recommended.** If using AS3, Adobe has not yet set a standard for how to code such buttons in ActionScript 3, so ActionScript 3 clickTags are not guaranteed to work in every situation. Here's an example of an AS3 clickTag if needed:

```
Link_1.addEventListener(MouseEvent.CLICK, function(event:  
MouseEvent):  
void { var sURL: String;  
if ((sURL = root.loaderInfo.parameters.clickTag)) {  
navigateToURL(new  
URLRequest(sURL), "_blank"); } }
```

Standard media should be received 3 working days before campaign start date and Rich Media/ Pre-rolls 5 working days before.