SterlingPublishing

AD TECHNICAL SPECIFICATIONS

General
Sterling Publishing uses DFP (Google's Doubleclick for Publishers); we request that the client/ creative agency ensures all creative is compatible with this server.

Formats
JPG, GIF, PNG or HTML5. Third party serving accepted.

Flash
With the changes to the way Flash files are displayed on most browsers, we strongly recommend that advertisers cease using this format to advertise.
However, should you choose to continue to use Flash we can accept it, in version 10 or below only. A backup GIF or JPG must be provided with all flash files.

Max File Sizes
A max file size for all website advertising is set at 50KB, except for the website skin (see below).

Website Skins
Due to sheer size of this ad unit we have set slightly different specs for the skin. To keep file size down and ensure smooth loading, we cannot accept creative in HTML5 or flash formats. If you wish to animate you can through a GIF but be aware the max file size for this placement is 200KB. Other formats accepted are JPG and PNG.

Please note that this ad unit does not appear on mobile devices

HTML5
An overview of HTML5 and the changes that brought this format about can be found here. A great tool for developing HTML5 creative or converting old flash files to HTML5 is Swiffy. If building from scratch we recommend that the larger bits of the HTML5 content be politely loaded (eg images, share libraries).

No portion of the creative should produce any kind of strobing/flashing effect to users.

Mobile
Due to scaling issues, some ad units require a separate piece of creative for mobile traffic. These ad units are those labelled with the following:

- Leaderboard
- Newsbanner
- Content Banner
- Popup

For all leaderboards, newsbanners and content banners the mobile versions are all 320 w x 50 h pixels. For Popups, the mobile is 300 w x 250 h pixels (also known as MREC). Max file sizes should be no more than 30KB.

Popups

To avoid user annoyance, advertiser's creative is shown to each unique user once over a 4 day period. That means that within a week a single user will see your advertisement twice. If you seek higher frequencies for your campaign, please consult your Account Manager for further details.

Please bear in mind that a small 'close' button is contained **within** the creative in the top right hand corner. This is added in by Sterling Publishing and takes up 40 x 40 pixels of the creative. Be sure to keep this space free of text and any important graphics.

BULLETIN/EMAIL ADVERTISING

General

When advertising through email, it is crucial to be aware of the severe limitations on creative imposed by the email clients of our subscribers.

Formats

JPG, PNG or GIF only. Third party serving is **NOT** accepted.

Max File Sizes

Static images should be no larger than 30KB, animations should not exceed 50KB.

Animation

On some email browsers like Outlook, animated GIFs do not run through their animation like they do on web based email browsers like Gmail. In email browsers like Outlook, all that is displayed is the first frame of the GIF.

A standard internal practice is to display the frame with the most important message first and for only a split second. After this the animation should continue as normal. This allows for Outlook uses to see a static with everything they need and those using browsers like Gmail to see the animation as normal. For further information on this work around, please contact Carl Mazzolo (Carl.Mazzolo@SterlingPublishing.com.au).