

## Site Specific - Standard Display Ads

Ad Size	Dimensions (W x H)	Maximum File Size		Notes
		Flash	Image	
Leaderboard	720 x 90	20kb	15kb	Available in page header
Header Banner	486 x 60	15kb	15kb	Available in page header
Footer Banner	486 x 60	15kb	15kb	Available in page footer
Skyscraper	120 x 600	20kb	15kb	Available on right sidebar. This size is not available on the homepage.
Vertical Banner	120 x 240	15kb	15kb	Available on right sidebar.

## Rich Media Ads - In Page & Expanding

In Page and Expanding rich media ads allow for larger, politely loaded file sizes and must be served by Topstock.

Topstock reserves the right to remove any rich media ad from rotation that does not meet our specifications, contravenes any of these guidelines or adversely affects the rendering of our site, other ad placements or user experience.

Ad Size	Dimensions (W x H)	Expanded Dimensions (W x H)	Maximum File Size				Notes
			Standard Flash	Image	Rich Flash	Video	
Leaderboard	728 x 90	728 x 250	30kb	20kb	100kb	2mb	Expands downwards over page
Header Banner	486 x 60	486 x 250	30kb	20kb	100kb	20kb	Expands downwards over page
Footer Banner	486 x 60	486 x 250	30kb	20kb	100kb	2mb	Expands downwards in page
Skyscraper	120 x 600	N/A	30kb	20kb	100kb	2mb	
Vertical Banner	120 x 240	N/A	30kb	20kb	100kb	2mb	

## Rich Media Advertising Guidelines

Format	Audio Initiation	Expand/Close Controls	Mute	Video Initiation	Playback Controls
<b>In Page</b>	Audio content may only be initiated on mouse click.	N/A	Required - minimum dimensions of 70 x 30, with <b>'Sound on/off'</b> text.	Video content may start automatically on page load - with muted audio.  Audio accompanying video content may only be initiated on mouse click.	All Rich Media Advertisements must include playback controls consisting of at least <b>'Play'</b> <b>'Stop'</b> and <b>'Mute'</b> .  Playback controls must include an icon and associated text.
<b>Expanding</b>	Audio content may be initiated on mouse-over.  All audio must mute when the advertisement is in a contracted state.	Expanding ads must be user initiated and may not expand automatically on page load.  Any expanded panel must provide a clearly visible <b>'Close'</b> button, with icon and corresponding text.	Required - minimum dimensions of 70 x 30, with <b>'Sound on/off'</b> text.	Video content may start automatically on page load - with muted audio.  Audio accompanying video content may start automatically when the ad is in an expanded state. This audio must mute when the ad is contracted	All Rich Media Advertisements must include playback controls consisting of at least <b>'Play'</b> <b>'Stop'</b> and <b>'Mute'</b> .  Playback controls must include an icon and associated text.

## **Rich Media Advertising Guidelines - Continued**

### **Video and Audio - Additional Guidelines**

Larger video assets beyond the 2mb initial streaming limit must not be pre-loaded and should be user initiated by a click.

Roll over initiated audio that is deemed to be intrusive or disruptive to our users may be rejected and returned for revision at Topstock's sole discretion.

### **Expanding Advertisements - Additional Guidelines**

All expanding ads must be user initiated and must not automatically expand upon the page loading. Any expanding ad user initiated by a click can remain open provided a clearly defined Close button is visible eg. to allow form entry or game play.

All expanding panels must close immediately when the user mouses off the creative or the Close button is clicked.

## Rich Media Ads - Over the Page Advertisements

Ad Size	Dimensions (W x H)	Reminder Dimensions (W x H)	OTP Max Filesize	Reminder Max Filesize	OTP Duration	Notes
Full Page OTP	1000 x 750	300 x 250	100kb	30kb	10 Seconds	Reminders available on all page in the page footer. Reminders with a width smaller than 160 are available in the right sidebar.
Standard OTP	500 x 500	300x 250	100kb	30kb	7 Seconds	Reminders available on all page in the page footer. Reminders with a width smaller than 160 are available in the right sidebar.

### Over the Page Advertisement Guidelines

All OTP ads must be served through Topstock. 3rd party ad serving does not apply at this point.

A clearly-defined close button including the word Close and a X symbol with minimum dimensions of 70 x 30 pixels, must be present at the top left corner for the entire duration of the OTP. An OTP can optionally remain open only if user initiated by a click (eg. to play a game, enter data in a form) instead of clicking through to an advertiser site.

Sound must be user initiated by a click and a mute/unmute button should be provided. The use of streaming video in OTPs is strongly discouraged due to the time required to download large file sizes within a short ad duration.

## **Rich Media Ads - Over the Page Advertisements Continued.**

### **Over the Page Advertisement Guidelines Continued**

Standard OTPs must be positioned relative to the current width and height of the browser window - provided the close button is clearly visible and the advertisement does not obscure the site header.

Full Page OTPs are to be positioned directly under the site header, and must fit within the current width and height of the browser window. Full Page OTPs are not permitted to automatically resize the browser window. If the advertisement cannot be scaled to fit within the window, scrolling will occur. In the event that the browser window is larger than the size of the OTP, the advertisement must be horizontally centered, under the site header.

Audio and Video on reminders must comply with the guidelines for In Page Rich Media Advertisements. See pages 3 and 4 of this document for more information.

## In Stream Video Advertisements

Ad Type	Dimensions	File Formats	Notes
Pre-Roll	4:3 aspect ratio preferred, 16:9 accepted.	Footage must be provided as DV-PAL or larger, in one of the following formats. MPEG, MOV, AVI.	16:9 aspect ratio footage may be subject to letterboxing, depending on the ratio of the host video.  Any video submitted will be converted to FLV (Flash Video) before publication.  Clients must advise of the format, size, encoding, and pixel aspect of any submitted video.
Companion	300 x 250	Flash or Image not exceeding 30kb	Other sizes may be available depending on host video. Please consult with your Topstock-approved media vendor.
Leave Behind	300 x 100	Flash or Image not exceeding 30kb	Other sizes may be available depending on host video. Please consult with your Topstock-approved media vendor.
Overlay	300 x 100	Flash or Image not exceeding 30kb	Other sizes may be available depending on host video. Please consult with your Topstock-approved media vendor.

## Video Encoding Standards

All streaming video served by Topstock utilises the Flash Video (FLV) format.

FLV creative submitted by clients must conform to the following encoding standards, to ensure consistency of quality. All three stream speed variations must be submitted.

Stream Speed	Aspect Ratio	Frame Size	Video Settings	Audio Settings
Low	4:3 aspect ratio	192 x 144	80kbps 2-Pass VBR (On2Vp6)	48 kbps/44.1KHz Mono MP3
	16:9 aspect ratio	256 x 144		
Medium	4:3 aspect ratio	320 x 240	256kbps 2-Pass VBR (On2Vp6)	64 kbps/44.1KHz Mono MP3
	16:9 aspect ratio	426 x 240		
High	4:3 aspect ratio	640 x 480	576kbps 2-Pass VBR (On2Vp6)	128 kbps/44.1KHz Mono MP3
	16:9 aspect ratio	854 x 480		

## Flash Guidelines

Topstock accepts Flash files published as Version 8 and Actionscript 2.0 or above for all site-served creatives. Flash Version 9 and Actionscript 3.0 are preferred. A backup image of the same dimensions must be supplied, along with a clickthrough URL.

Frame rate must be a maximum of 24 frames per second.

For flash files using non-standard Actionscript Classes or Filters, all source files must be provided with the advertisement submission. All fonts used in a flash advertisement must be embedded into the SWF file, or provided at the time of submission.

The total filesize of any given advertisement must not exceed the maximum size for the advertisement type. The total filesize **includes** all referenced files (font, custom classes or filters, external images) on which the flash document relies. The backup images which are to be provided with flash advertisements are not included in the total filesize. However, they may not exceed the maximum filesize for the corresponding image of the appropriate ad type.

## Advertisement Submission Guidelines

Ad Type	Definition	Turnaround Time
Standard Creative	Site-served image/flash, non-rich media redirects	Approx. 2 Full business days
Complex Creative	Large volumes of standard creatives, expanding/polite rich media	Approx. 3 Full business days
Non-Standard Creatives	OTPs, in stream video, page takeovers, re-skinning, advertorials, competitions, custom integration	Approx. 5 Full business days

All creative must conform Topstock's published ad specifications or will be returned for revision, which may impact the scheduled start of your campaign. Any exceptions must be approved by Topstock management and editorial/site owners where applicable.

### Creative Acceptance policies

Topstock reserves the right to remove from rotation or request the removal/revision of any creative that is deemed unsuitable for the users of our sites.

Topstock may at its absolute discretion refuse to publish any advertisement without giving any reason. In case of refusal, no charge to the advertiser shall be incurred.