



Bauer Media Digital Advertising Specifications

General Information

For further information on any of the specification or if you are looking to do a rich media format, please email the Digital Operations team at creative@bauermedia.co.uk



Banner

File Size

35k (gif/Jpeg) / 35k (flash)

Dimensions (Pixels)

468x60

Notes

- Bauer Media accepts 3rd party ad-serving of the above unit from the following approved Vendors; Doubleclick, Mediamind, EyeWonder, Unicast, Weborama, Atlas Adprime and Flashtalking
- Animation can loop indefinitely
- If the banners have a white background, they must have a one pixel border surrounding the ad
- Once clicked, all adverts should open in a new window

Audio

- Audio stream must be initiated by user click. No mouse over starts.
- Audio stream may not exceed 30 seconds.
- Audio must be encoded at volume less than or equal to -12 db.
- All Ads must have clearly visible stop and start audio controls.





Expandable Banners

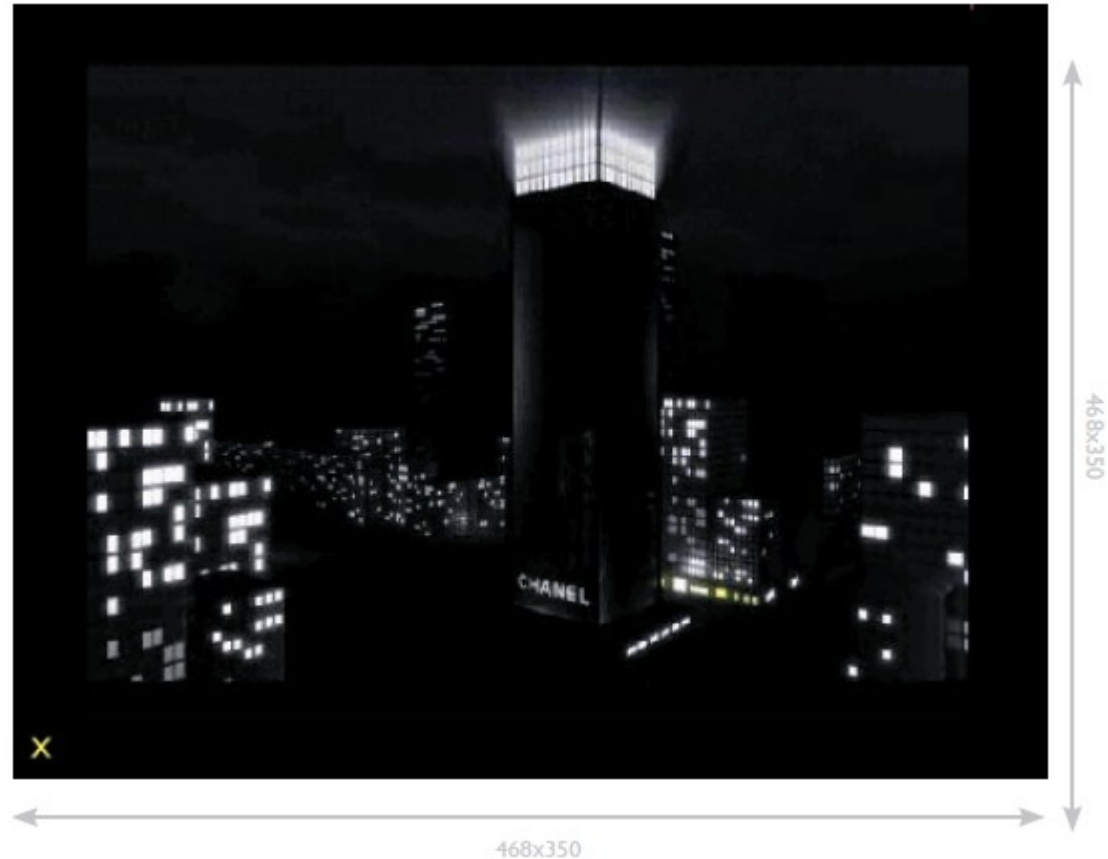
File Size

- Initial File Size - 35k (flash) Initial and a further 35k (flash) Max on Expansion. The expansion must be executed through a 'streamed' download on users' spare bandwidth.
- If streamed through Doubleclick, or Mediamind, files can be loaded to a maximum of 2.2mb.
- Please contact Doubleclick, Eyebalster, Flashtalking or EyeWonder for more information. This includes video adverts.

Dimensions

Initial Dimensions (Pixels) - 468x60

Expanded Dimensions (Pixels) - 468x350





Notes

- Expansion activates on mouse over and deactivate on mouse off
- Expand direction is downwards
- Video is permitted, but this must be executed through a 'polite download' where the initial load is 40kb and up to a max of 2.2mb for the 'polite download'
- Animation can loop indefinitely
- Banners must include copy that encourages user interaction
- Once clicked, all adverts should open in a new window

Audio

- Audio Stream must be initiated by user click. No mouse over starts
- Audio Stream may not exceed 30 seconds
- Audio must be encoded at volume less than or equal to -12db
- All Ads must have clearly visible stop and start audio controls

Leaderboards

File Size

35k (gif) / 35k (flash)



Dimensions (Pixels)

728x90

Notes

- Animation can loop indefinitely
- If the banners have a white background, they must have a one pixel border surrounding the ad
- Once clicked, all adverts should open in a new window
- Bauer Media accepts 3rd party ad-serving of the above unit from the following approved vendors; Doubleclick, Mediamind, EyeWonder, Unicast, Weborama, Atlas, Adrime and Flashtalking
- Adverts should not contain quotes from Bauer's competitors

Audio

- Audio Stream must be initiated by user click. No mouse over starts
- Audio Stream may not exceed 30 seconds
- Audio must be encoded at volume less than or equal to -12 dB
- All Ads must have clear visible stop and start audio controls





Expandable Leaderboards

Dimensions (Pixels)

Initial Dimensions (Pixels) – 728x90

Expanded Dimensions (Pixels) – 728x350

File Size

35k Initial and a further 35k Max on expansion. The expansion must be executed through a 'streamed' download.

Notes

- Expansion must activate on mouse over and deactivate on mouse off
- Expansion direction is downwards
- Animation can loop indefinitely
- Once clicked, all adverts should open in a new window
- Adverts should not contain quotes from Bauer's competitors
- Bauer Media accepts 3rd party ad-serving of the above unit from the following approved Doubleclick, Mediamind, EyeWonder, Unicast, Weborama, Atlas, Adrime and Flashtalking

Audio

- Audio Stream must be initiated by user click. No mouse over starts
- Audio Stream may not exceed 30 seconds
- Audio must be encoded at volume less than or equal to -12 dB
- All Ads must have clearly visible stop and start audio controls



Skyscraper / Super Sky

File Size

35k (gif) / 35k (flash)

Dimensions

Sky (Pixels) – 120x600

Super Sky (Pixels) - 160x600

Notes

- Animation can loop indefinitely
- If the Skyscrapers have a white background, they must have a one pixel border surrounding the ad
- Once clicked, all adverts should open in a new window

Audio

- Audio Stream must be initiated by user click. No mouse over starts
- Audio Stream may not exceed 30 seconds
- Audio must be encoded at volume less than or equal to -12 dB
- All Ads must have clearly visible stop and start audio controls

Notes

- Expansion must activate on mouse over and deactivate on mouse off
- Expansion direction is from right to left
- Animation can loop indefinitely
- Skyscrapers must include copy that encourages user interaction
- Once clicked, all adverts should open in a new window





Expandable Skyscraper

File Size

35k (flash) Initial and a further 35k (flash) Max on expansion. The expansion must be executed through a 'streamed' download on users' spare bandwidth.

Dimensions

Initial Dimensions (Pixels) – 120x600

Expanded Dimensions (Pixels) – 350x600

Notes

- Expansion must activate on mouse over and deactivate on mouse off
- Expansion direction is downwards
- Animation can loop indefinitely
- Skyscrapers must include copy that encourages user interaction
- Once clicked, all adverts should open in a new window
- Adverts should not contain quotes from Bauer's competitors
- Bauer Media accepts 3rd party ad-serving of the above unit from the following approved Doubleclick, Mediamind, EyeWonder, Unicast, Weborama, Atlas, Adrime and Flashtalking

Audio

- Audio Stream must be initiated by user click. No mouse over starts
- Audio Stream may not exceed 30 seconds
- Audio must be encoded at volume less than or equal to -12 dB
- All Ads must have clearly visible stop and start audio controls





MPU

File Size

35k (gif) / 35k (flash)

Dimensions (Pixels)

300x250

Notes

- Video is permitted, but this must be executed through a 'polite download' where the initial load is 35kb and up to a max of 2.2mb for the 'polite download'
- Animation can loop indefinitely
- Once clicked, all adverts should open in a new window

Audio

- Audio Stream must be initiated by user click. No mouse over starts
- Audio Stream may not exceed 30 seconds
- Audio must be encoded at volume less than or equal to -12 dB
- All Ads must have clearly visible stop and start audio controls





Expandable MPU

File Size

35k (flash) Initial and a further 35k (flash) Max on expansion. The expansion must be executed through a 'streamed' download on users' spare bandwidth.

Dimensions

Initial Dimensions (Pixels) – 300x250

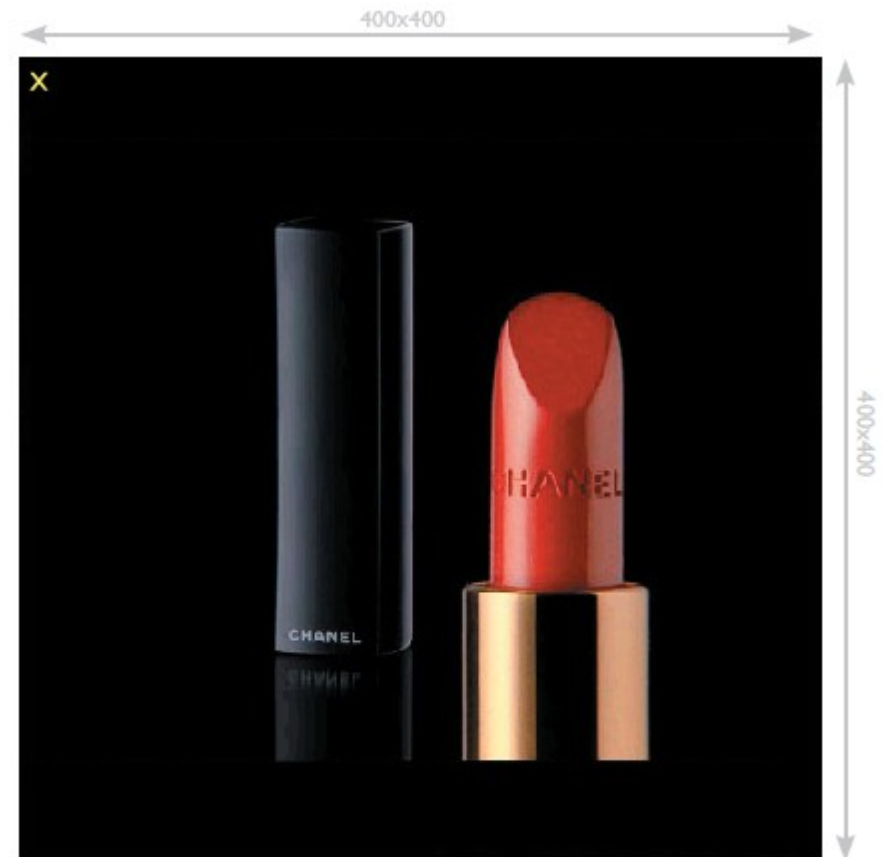
Expanded Dimensions (Pixels) – 400x400

Notes

- Expansion must activate on mouse over and deactivate on mouse off
- Animation can loop indefinitely
- Expand direction is to the left and downwards
- Video is permitted, but this must be executed through a 'polite download' where the initial load is 35kb and up to a max of 2.2mb for the 'polite download'
- Once clicked, all adverts should open in a new window
- MPUs must include copy that encourages user interaction
- Adverts should not contain quotes from Bauer's competitors
- Bauer Media accepts 3rd party ad-serving of the above unit from the following approved Doubleclick, Mediamind, EyeWonder, Unicast, Weborama, Atlas, Adrime and Flashtalking

Audio

- Audio Stream must be initiated by user click. No mouse over starts
- Audio Stream may not exceed 30 seconds
- Audio must be encoded at volume less than or equal to -12 dB
- All Ads must have clearly visible stop and start audio controls





Technical Ad Specs for Flash Creative

Click Commands

Flash 7 or higher:

1) Within the flash file they will need to amend the "clickTAG" to the following:

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

This is so our ad server can count clicks on the ad.

2) Next, add an invisible layer to the entire flash ad and then save and publish.

3) Provide a .gif back up for users that can't view flash files

4) Send the final .swf and .gif files with the corresponding click through URL to digitaltraffic@bauermedia.co.uk

(Which run as part of a Homepage/Channel Page Takeover)



Website – Reskins

All skins must be a maximum file size of 120kb
H-Bars must be a maximum file size of 50kb
For Skin size and Specifications please request for mediacreative@bauermedia.co.uk

Pushdowns

Dimensions

FHM - 950 x 300px (leave behind 950 x 42px) <http://www.fhm.com>
Zoo - 942 x 300px (leave behind 942x 42px) <http://www.zootoday.com>
Empire - 950 x 300px (leave behind 950 x 42px) <http://www.empireonline.com>
Heat - 950 x 300px (leave behind 950 x 42px) <http://www.heatworld.com>
Closer - 946 x 300px (leave behind 946 x 42px) <http://www.closeronline.co.uk>

Notes

- Adverts should not contain quotes from Bauer's competitors
- Bauer Media accepts 3rd party ad-serving of the above unit from the following approved Doubleclick, Mediamind, EyeWonder, Unicast, Weborama, Atlas, Adrime and Flashtalking
- Should contain a clearly defined 'close' button (on the top left or top right side) to allow the user to stop the action and close the ad
- No audio to be contained within the 'Push Down' Overlay
- 5 seconds maximum animation
- All clickable areas must be attached to visible graphics.
- Frequency capped to once per user per day
- "Build templates" are available, please request from mediacreative@bauermedia.co.uk
- Adverts should not contain quotes from Bauer's competitors



Overlays

File Size

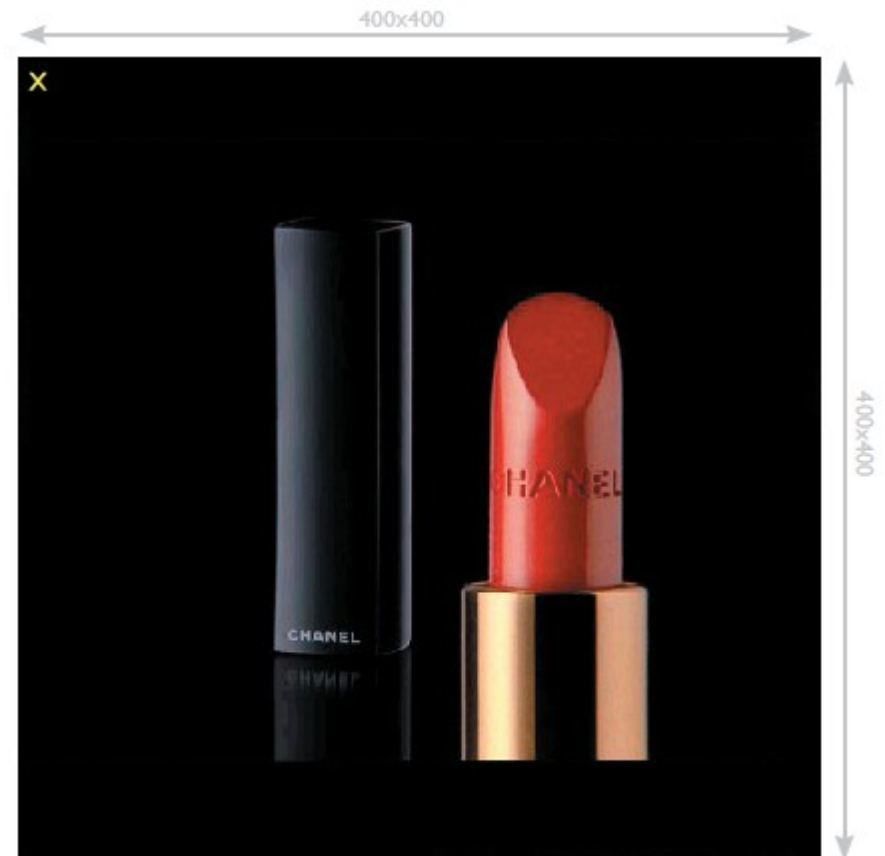
35k (flash)

Dimensions (Pixels)

400x400

Notes

- Bauer Media accepts 3rd party ad-serving of the above unit from the following approved Doubleclick, Mediamind, EyeWonder, Unicast, Weborama, Atlas, Adrime and Flashtalking
- Floating Element must be no larger than the above dimensions with a transparent background.
- Should contain a clearly defined 'close' button to allow the user to stop the action and close the ad
- No audio to be contained within Floating ads
- 15 seconds maximum floating animation
- All clickable areas must be attached to visible graphics. Any ads containing transparent areas that are clickable will be returned for revision
- Frequency capped to once per user per day
- Cannot play over the website logo and cannot pause over other advertisements on the page
- Landing spots/"Leave Behind" reminders are possible subject to availability and a cpm premium
- For specifications regarding Full Page Overlays please email bauermedia.co.uk





Overlay

Video Advertising

Pre-Roll

File Sizes

Max 1.5 MB

Specifications

- Video length: 20 seconds maximum
- Dimensions: 480x360 (4:3 Standard) or 480x270 (16:9 Widescreen)
- Frame rate: same as source or 1/2 of source (15 to 30 fps)
- Video Data Rate: 600kbps
- Audio Data Rate: 48kbps
- Total Data Rate: 648kbps
- Keyframe: every 30 or 60 frames (2 seconds)
- File format required: FLV, Flash 7
- It is recommended to crop to TV-Safe Area and de-interlace
- Video Ad is clickable, please supply a click-thru URL
- Video should not include a bumper



Video Overlay Specifications

Standard Media Format

Formats supported: .JPG or Static .GIF

- If using a .JPG, it must be non-progressive
- If using a .GIF, it must not be animated
- Dimensions – 480x90
- This unit is clickable; please supply a click-through URL.

SWF Format (Rich Media)

Formats supported: .SWF

- Dimensions – 480x90
- Flash version – Flash 7
- Frame rate – same as source or 50% of source (15 to 30 fps)
- Key frame – every 30-60 frames (2 seconds)
- Requires a rectangle with a top left registration point at (0, 0) drawn on stage for the whole movie.
- The rectangle should be the desired size of the ad (typically 480x90 for overlay ads). This bounding box can have opacity of 0%, but must be present so the players can size the ad properly.
- It is recommended that the overlay creative is not designed as a rectangle with hard, straight edges, in order for the creative to format properly across players with different aspect ratios.
- Ad content should begin on or after frame 5. At this point, content can be inset from the stage borders or extend outside them without it affecting sizing.
- A stop(); action should be placed in the final frame on the main timeline.
- Must not reference level0 in Action Script. References should not be made to _root unless _lockroot=true. Use relative paths instead.
- Any reference to any methods or properties of the Stage class must be removed.
- Must not change player quality with Action Script.
- Preloaders are built into the players, so they should not be present in the movie.
- Usual ClickTag tracking parameters apply to this flash file
- Please send all creative (including those for testing) to: mediacreative@bauermedia.co.uk



FHM NEWSLETTERS

The size of the newsletter placements is always 630x335 pixels. A white margin of 15px is always required on the top and bottom of the placement. If there is not a 15 pixel margin on the top and bottom of the placement it should be rejected.

The required file size for the newsletter is under 50kb if it is larger than this it should be rejected.

Traffic require all placements that will run in the newsletter 2 working days before they are due to be sent. Traffic will not be able to change the advert being served just before the email is being sent.



Site	Url	Leaders	Banners	Sky	Super Sky	MPU	Double MPU	Push Down	Pre-roll	Overlay
CAR	http://www.carmagazine.co.uk/	Yes	Yes	Yes	Yes	Yes	Yes (HP only)		Yes	Yes
Parkers	http://www.parkers.co.uk/	Yes	Yes	Yes	Yes	Yes			Yes	Yes
TG	http://www.todaysgolfer.co.uk/	Yes	Yes	Yes	Yes	Yes			Yes	Yes
Your Horse	http://www.yourhorse.co.uk/	Yes	Yes	Yes	Yes	Yes			Yes	Yes
Go Fishing	http://www.gofishing.co.uk/	Yes	Yes	Yes	Yes	Yes			Yes	Yes
LFTO	http://www.livefortheoutdoors.com/		Yes	Yes	Yes	Yes			Yes	Yes
MCN	http://www.motorcyclenews.com/	Yes	Yes	Yes	Yes	Yes	Yes (HP only)		Yes	Yes
Photo Answers	http://www.photoanswers.co.uk/	Yes	Yes	Yes	Yes	Yes			Yes	Yes
AM	http://www.am-online.com/		Yes	Yes		Yes				Yes
Fleet News	http://www.fleetnews.co.uk/	Yes	Yes	Yes	Yes	Yes				
LFG	http://www.liveforgardening.com/	Yes	Yes	Yes	Yes	Yes				
Match	http://www.matchmag.co.uk/	Yes	Yes	Yes	Yes	Yes				
Practical Classics	http://www.practicalclassics.co.uk/		Yes	Yes		Yes				Yes
Classic Cars	http://www.classiccarsmagazine.co.uk/		Yes	Yes		Yes				Yes
LRO	http://www.lro.com/		Yes	Yes		Yes				Yes
PFK	http://www.practicalfishkeeping.co.uk	Yes	Yes	Yes	Yes	Yes				
CCW	http://www.classiccarweekly.co.uk/	Yes	Yes	Yes	Yes	Yes				
PPM	http://www.petproductmarketing.co.uk/	Yes	Yes	Yes	Yes	Yes				
Horse Deals	https://www.horsedeals.co.uk	Yes	Yes							
Yours	http://www.yours.co.uk/	Yes	Yes	Yes	Yes	Yes				Yes
Bird Watching	http://www.birdwatching.co.uk/	Yes	Yes	Yes	Yes	Yes				
FHM	http://www.fhm.com/	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ZOO	http://www.zootoday.com/	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes



Site	Url	Leaders	Banners	Sky	Super Sky	MPU	Double MPU	Push Down	Pre-roll	Overlay
MAGIC	http://www.magic.co.uk/home.asp	Yes	Yes	Yes		Yes	Yes			Yes
CLOSER	http://www.closeronline.co.uk/	Yes	Yes	Yes		Yes				Yes
MORE	http://www.moremagazine.co.uk/	Yes				Yes				Yes
HEAT	http://www.heatworld.com/	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
GRAZIA	http://www.graziadaily.co.uk/	Yes	Yes	Yes	Yes	Yes				Yes
Q	http://www.qthemusic.com/	Yes	Yes	Yes		Yes				Yes
MOJO	http://www.mojo4music.com/	Yes	Yes	Yes		Yes				Yes
KISS	http://www.totalkiss.com/	Yes	Yes	Yes		Yes			Yes	Yes
KERRANG	http://www.kerrang.com/	Yes	Yes	Yes		Yes				Yes
CITY TALK	http://www.citytalk.fm/	Yes	Yes	Yes		Yes				Yes
CFM RADIO	http://www.cfmradio.com/	Yes	Yes	Yes		Yes				Yes
CLYDE 1	http://www.clyde1.com/	Yes	Yes	Yes		Yes				Yes
CLYDE 2	http://www.clyde2.com/	Yes	Yes	Yes		Yes				Yes
COOL FM	http://www.coolfm.co.uk/	Yes	Yes	Yes		Yes				Yes
DOWNTOWN RADIO	http://www.downtown.co.uk/	Yes	Yes	Yes		Yes				Yes
FORTH ONE	http://www.forthone.com/	Yes	Yes	Yes		Yes				Yes
FORTH TWO	http://www.forth2.com/	Yes	Yes	Yes		Yes				Yes
HALLAM FM	http://www.hallamfm.co.uk/	Yes	Yes	Yes		Yes				Yes
KEY 103	http://www.key103.co.uk/	Yes	Yes	Yes		Yes				Yes
MAGIC 1152 MANCHESTER	http://www.manchestersmagic.co.uk/	Yes	Yes	Yes		Yes				Yes
MAGIC 1152 NEWCASTLE	http://www.magic1152.co.uk/	Yes	Yes	Yes		Yes				Yes
MAGIC 1161 HULL	http://www.magic1161.co.uk/	Yes	Yes	Yes		Yes				Yes
MAGIC 1170 STOCKTON	http://www.magic1170.co.uk/	Yes	Yes	Yes		Yes				Yes
MAGIC 1548 LIVERPOOL	http://www.magic1548.co.uk/	Yes	Yes	Yes		Yes				Yes
MAGIC 828	http://www.magic828.co.uk/	Yes	Yes	Yes		Yes				Yes



Site	Url	Leaders	Banners	Sky	Super Sky	MPU	Double MPU	Push Down	Pre-roll	Overlay
LEEDS										
MAGIC 999 PRESTON	http://www.magic999.co.uk/	Yes	Yes	Yes		Yes				Yes
MAGIC AM SHEFFIELD	http://www.magicam.co.uk/	Yes	Yes	Yes		Yes				Yes
METRO	http://www.metroradio.co.uk/	Yes	Yes	Yes		Yes				Yes
MFR	http://www.mfr.co.uk/	Yes	Yes	Yes		Yes				Yes
NORTH SOUND 1	http://www.northsound1.com/	Yes	Yes	Yes		Yes				Yes
NORTH SOUND 2	http://www.northsound2.com/	Yes	Yes	Yes		Yes				Yes
RADIO AIRE	http://www.radioaire.co.uk/	Yes	Yes	Yes		Yes				Yes
RADIO BORDERS	http://www.radioborders.com/	Yes	Yes	Yes		Yes				Yes
RADIO CITY	http://www.radiocity.co.uk/	Yes	Yes	Yes		Yes				Yes
ROCK FM	http://www.rockfm.co.uk/	Yes	Yes	Yes		Yes				Yes
SOUTH WEST SOUND	http://www.westsoundradio.com/	Yes	Yes	Yes		Yes				Yes
TAY AM	http://www.tayam.co.uk/	Yes	Yes	Yes		Yes				Yes
TAY FM	http://www.tayfm.co.uk/	Yes	Yes	Yes		Yes				Yes
TFM	http://www.tfmradio.com/	Yes	Yes	Yes		Yes				Yes
VIKING FM	http://www.vikingfm.co.uk/	Yes	Yes	Yes		Yes				Yes
WAVE 105	http://www.wave105.com/	Yes	Yes	Yes		Yes				Yes
WEST FM	http://www.westfm.co.uk/	Yes	Yes	Yes		Yes				Yes
WESTSOUND	http://www.westsound.co.uk/	Yes	Yes	Yes		Yes				Yes
EMPIRE	http://www.empireonline.com/	Yes	Yes	Yes		Yes	Yes	Yes	Yes	Yes
Ask a Mum	http://www.askamum.co.uk/	Yes	Yes	Yes	Yes	Yes				Yes



