

Standard Ads

Creative constructed in standard web-image formats, such as GIF, JPEG, PNG as well as single file flash (SWF) executions of any of the dimensions listed below are considered standard ads. Such creative may be hosted by Gumtree's internal ad-serving system or delivered via JavaScript redirect tags hosted by a third party ad-serving vendor (unless stated otherwise in table). Executions involving audio, video, datacapture etc. are considered rich media banners and are required to be hosted by a third party ad serving vendor.

Name	Dimensions (W x H) PX	Base File Weight	Rich Media Weight (3 rd party ad only)	File Format
Mrec	300x250	40KB	100KB	GIF,JPG,PNG,SWF
Halfpage	300x600	40KB	100KB	GIF,JPG,PNG,SWF
Leaderboard	400x80	40KB	100KB	GIF,JPG,PNG,SWF
Wide Skyscraper	160x600	40KB	100KB	GIF,JPG,PNG,SWF
VIP Integrated Mod	640x140	40KB	100KB	GIF,JPG,PNG,SWF

Please try to minimise the CPU load of any Ad Units submitted and bear in mind that there will be other flash elements on the page slowing down the user's machine. Any ads that cause excessive CPU load and damages user experience once tested on the page will not be accepted.

General Rules

- All Flash creative must be accompanied by a back up GIF/JPG/PNG
- Always supply click through URL with your creative assets
- GIF, Standard Flash and Rich Flash accepted, unless stated otherwise in the above table
- Continuous looping is accepted
- Please see General Rules section for Must Not and Must for advertising creative

Lead Time & Delivery

- All 3rd party creative should be delivered to HWC via 3rd party ad serving tags.
- All material must be delivered at least five (5) working days prior to campaign launch to ensure technical compatibility and internal concept approval

Note: If creative is late an estimated % of impressions equivalent to the prorated daily inventory level will be cancelled from the total impressions booked.

Mobile Display Ads

HWC is a responsive-designed website. We offer a range of standard mobile ad units that are IAB compliant. Please note that all URLs need to point to a mobile optimised website or a dedicated mobile site.

Name	Dimensions (W x H) PX	Base File Weight	File Format
Mobile Banner	320x50	15KB	GIF,JPG,PNG
Mrec	300x250	15KB	GIF,JPG,PNG
VIP Integrated Mod	300x200	15KB	GIF,JPG,PNG

General Rules

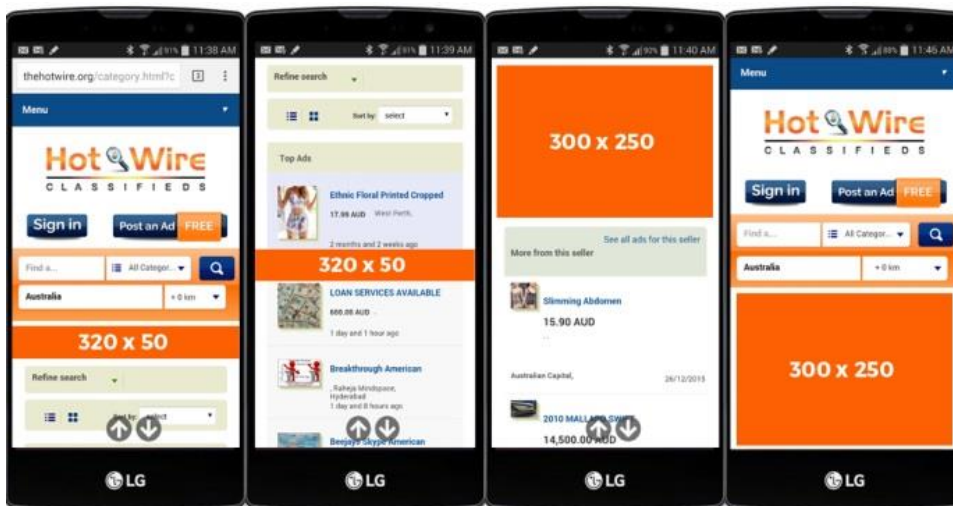
- Ad units are hosted by HWC only. No third-party serving.
- Video is allowed but max 30 seconds with user-initiated tap.
- Sound is also allowed but only upon user-initiated tap

Possible Click Through

- Press to Call (direct connection from the phone to the advertisers call centre)
- Press to turn sound on
- Press to download iOS application (link to App store)
- Press to download podcast, song etc. from iTunes
- Press to launch video
- Press to link to your mobile site
- Press to link to your web site (smart phone browsers are adept at allowing users to view and navigate normal websites. (Note that flash components will not be rendered on iOS devices).

Lead Time & Delivery

- All material must be delivered at least five (5) working days prior to campaign launch to ensure technical compatibility and internal concept approval



NOTE: HWC reserves the right to change the specifications without notice at any time

Rich Media

Rich media creatives are interactive, highly engaging ad formats, usually combining a number of technologies, such as Flash, or HTML, video etc. Typical rich media executions are expanding ads and video rectangles. Rich media creative may include click initiated sound, video and data-capture forms etc.

General Rules

- All rich media creative must be loaded “politely”, i.e. following the completion of the page load
- All ad creative must be delivered via third party ad tags
- Auto initiated rich media ads are frequency capped, typically 1 impression | UB | day
- Audio content must be click initiated
- Strobing effects and fast animations are not allowed
- Please note that CPU load limitations apply to all Rich Media creative
- Third party redirect tags must be live when submitted

Close Button Guidelines

- Floating rich media creative is required to include a standard close button, typically in the top-right corner of the creative, while Expanding ads should include the close button on part the expanded panel not overlapping the retracted area / state of the ad.

Lead Time & Delivery

- All 3rd party creative should be delivered to HWC via 3rd party ad serving tags.
- All material must be delivered at least five (5) working days prior to campaign launch to ensure technical compatibility and internal concept approval

Expanding

Name	Dimensions (W x H) PX	Exp. Dimensions (W x H) PX	Base File Weight	Rich Media Weight	File Format
Mrec	300 x 250	600 x 350	40KB	100KB	GIF,JPG,PNG,SWF
Leaderboard	400 x 80	728 x 180	40KB	100KB	GIF,JPG,PNG,SWF



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Billboard

The billboard offers a unique branding opportunity with high visibility on the HWC homepage for advertisers to tell their story. The HWC listings photo gallery is pushed down to make way for the advertisers billboard to display giving the advertiser premium real estate on the homepage.

General Rules

- Clickable area is restricted to the billboard's dimension.
- The billboard should end at a static frame with advertising branding.
- The ad unit is not required to collapse or have a close button as this execution remains in its 970x250 size for its lifetime.
- Other ad unit on page sold separately

Deliverables

- The creative can be either hosted by HWC or Third-party hosted.
- It does not require a collapsed version or feature a close button.
- If the ad unit is hosted by HWC a Flash file, Back up GIF and Click URL must be delivered. Impression tracking is optional.
- Audio may be permitted on click with prior consent from HWC.
- Video is permitted in the Billboard but must be user initiated and can not have auto-sound-on.
- The billboard is not to expand under any circumstances.

Name	Dimensions (W x H) PX	Base File Weight	File Format
Billboard	970 x 250	1 x 100KB	GIF,JPG,PNG,SWF



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Skinning

Skin images are displayed outside of the site's boundaries, providing a strong presence for your marketing messages and are shown to users with adequate screen resolution and screen real-estate

General Rules

- Clickable area is restricted to the gutter image's dimension.
- Skin images must include a logo or other form of client identification. The images must be clearly expressing their nature as advertisement in order not to deceive users.
- Skin treatments require pre-approval.
- Images are static, animation is not allowed.
- The top of Skin Images is positioned in-line with the top of the main navigation bar.
- The left and right sides should be designed in such a way as to blend with the background colour. At least a 5px fade around the edges is recommended.
- Some users may have screen resolutions too narrow to display the skin area. In these cases the images will be removed from the page.
- This product is only supported on desktop devices.
- Left and right creative must be clearly defined in filenames.

Deliverables

- The creative must be hosted by HWC and cannot be 3rd party ad served via re-direct tags
- Skinning must be accompanied by a Leaderboard creative (see Standard Specs page for ad specs)
- Note that the left and right hand side images are served and tracked as a single unit

Name	Dimensions (W x H) PX	Base File Weight	File Format	Background Colour (where applicable)
Skin	125 x 700	2 x 30KB	GIF,JPG,PNG,SWF	Off White HWC Background #FFEE1



NOTE: HWC reserves the right to change the

specifications without notice at any time

Super Skins

Super-skins are a premium offer from HWC which is an extended variety of standard skinning allowing higher creative impact and ad effectiveness.

General Rules

- The outer edges of the creative should fade into a solid colour (defined with HEX colour code) identical to HWC's background colour so they can be seamlessly embedded into the background.
- Clickable area is restricted to the gutter image's dimension.
- Super-Skin images must include a logo or other form of client identification. The images must be clearly expressing their nature as advertisement in order not to deceive users.
- The aforementioned branding must be located within the standard gutter space (125 width on either side of the site)
- Super-Skin treatments require pre-approval.
- Super-Skin images must be static, animation is not allowed.
- This product is only supported on desktop devices.
- Left and right creative must be clearly defined in filenames.

Deliverables

- The creative must be hosted by HWC and cannot be 3rd party ad served via re-direct tags
- Skinning must be accompanied by a Leaderboard creative (see Standard Specs page for ad specs)
- Note that the left and right hand side images are served and tracked as a single unit

Name	Dimensions (W x H) PX	Base File Weight	File Format	Background Colour (where applicable)
Super - Skin	280 x 700	2 x 40KB	GIF,JPG,PNG,SWF	Off White HWC Background #FFEE1



NOTE: HWC reserves the right to change the specifications without notice at any time

Flash Guide

Flash ad creative may be used in the majority of desktop based ad spaces on HWC. The majority of desktop based web ad placements accept flash creative, however every flash ad must be accompanied by a backup image ad to serve to users without the required plug-in

- Flash Creative Specifications
- The highest recommended frame rate is 18fps – 21fps.
- Looping is permitted with the exception of ads that contain autoplaying video content
- Version 10 or earlier versions are accepted
- Flash ActionScript 2 is preferred, AS3 is accepted.
- Must have the correct actionscript – see below

Flash Actionscript for Button Click Through

```
on (release) { getURL(_level0.clickTAG, "_blank"); }
```

The click-through URL should never be hard-coded into the clickTag, and the "_blank" variable should always be implemented to ensure that the ad launches a new window when clicked on. The developer should also implement a transparent button which completely covers the area of the creative, so that the entire creative is clickable. If you are having difficulties implementing clickTags you can also visit the following sites for detailed support and guidance: <https://doubleclick-support.appspot.com/repository> <http://www.flashclicktag.com/>

Tips on Reducing Flash Size (SWF) File

- Use as few bitmap images and graphics as possible & avoid animating them if possible.
- Use gradients sparingly.
- Avoid large amounts of alpha transparency.
- Try compressing any audio - choose fast in your quality button under Sound Settings.
- Avoid using too many tweens & choose motion tweening over shape tweening.
- Use stop-motion tweens to animate single shapes rather than using different objects with each key frame.
- Ensure 'Compress movie' is ticked as this dramatically affects the published file size.
- Try un-ticking 'Export hidden layers' to ensure no unnecessary layers add to the overall file size.
- Optimize the 'JPEG quality' setting to find a good balance between quality and compression.
- Search the web for many other tips and tricks on reducing flash file size

General Rules

Advertising must not :

- Destroy, disrespect or pretend to be content
- Contain nudity, profanity or violence
- Contain strobing effects and rapid image sequences
- Contain uninitiated sound
- Disable form fields, navigation or other site functionality
- Contain program calls to another site or executable file
- Set third, fourth etc. party cookies for pre- or re-targeting purposes is not permitted.

Advertising Must :

- Be of sufficient quality – i.e. meeting professional design standards, using suitable image resolutions etc.
- Leave users to remain in full control of rich media units, i.e. able to terminate, shut down or minimise overlays, players etc.
- Include a 1px solid border with at least 20% contrast against its environment. Note that custom and integrated ad shapes and executions may be excluded at the discretion of HWC.
- Include – in case of media rich and interactive creative – a static or animated fallback creative format to be served to users with low powered devices, without sufficient plugins or where JavaScript disabled.

More Information :

- If creative is late an estimated % of impressions equivalent to the prorated daily inventory level will be cancelled from the total impressions booked cancelled from the total impressions booked.
- HWC reserves the right to remove or request the removal / revision of any creative that is deemed unsuitable.
- HWC may at its absolute discretion refuse to publish any advertisement.
- HWC reserves the right to reject / remove any rich media ad from rotation that does not meet creative specifications, contravenes guidelines or adversely affects site performance other ad placements or user experience.