

MSDR ADVERTISING SPECIFICATIONS

Placement	Dimensions		Site Served File Size		Third Party Served File Size				Accepted Vendors	Notes
	Standard	Expanded	GIF/JPEG	SWF	GIF/JPEG	SWF	Rich Flash	Video		
Medium Rectangle	300x250	na	40kb	40kb	40kb	40kb	na	na	EB/EW/DC	Maximum Duration: 15 sec
Leaderboard	728x90	na	40kb	40kb	40kb	40kb	na	na	EB/EW/DC	Maximum Duration: 15 sec
Skyscraper	160x600	na	40kb	40kb	40kb	40kb	na	na	EB/EW/DC	Maximum Duration: 15 sec
Half Banner	234x60	na	40kb	40kb	40kb	40kb	na	na	EB/EW/DC	Maximum Duration: 15 sec
Small Rectangle	180x150	na	40kb	40kb	40kb	40kb	na	na	EB/EW/DC	Maximum Duration: 15 sec
Special Features Text link	*see notes		na	na	na	na	na	na	na	50 characters including spaces

- 3rd party ad tags need to be checked by operations before being accepted as they need to be supplied in a specified format.
- It is recommended that clients submit at least 2-5 variations of creative for all standard ad sizes at the initial start of the data collection period.
- The more creative sizes provided the more inventory you unlock for your campaign and the easier it is to be competitive
- Creative must be 100% clickable across all frames

*Please submit all creative to msdr@msn.co.nz
Creative materials due at least 2 - 3 working days
before commencement of campaign*

Creating the Flash File

Please follow the guidelines below when creating the Flash movie:

- Creative should be developed in version 6, 7 or 8. Since Flash 7 & 8 is case-sensitive, the getURL action must use clickTag. That is capital T, lower case ag.
- MSDR recommends multiple load movie events not be used at this time (unless prior arrangements are made with the service team).
- All fonts used in the Flash movie should be PC compatible. If fonts are not PC compatible then MSDR is unable to publish the Flash Movie. In those instances, when changes need to be made to the .fla file we will have to send the creative back to the client or creative house. If fonts are not PC compatible, let your contact know right away.
- The clickTag variable must be set to the main timeline. If you are unable to do this follow instructions under nesting click Tag within a movie clip.
- The button action should be either getURL (clickTag, "_blank"); OR getURL (_root.clickTag, "_blank"); and see the first bullet about the complications of Flash 7 being case-sensitive.
- The _root portion of the clickTag coding is not a clickTag requirement but is preferred. Best practice is to use _root especially when the ad has multiple layers. This piece of code defines the bottommost layer of the ad clickable and selects the correct layer where the ad is coded with the click.