

CREATIVE TECHNICAL SPECIFICATIONS



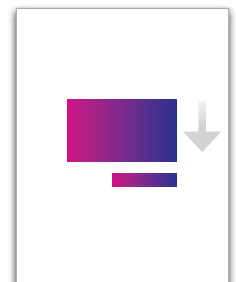
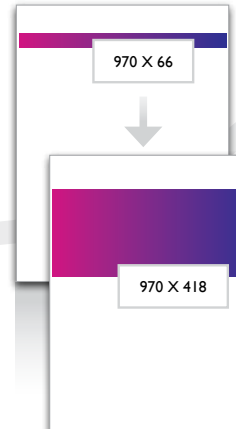
AVAILABLE AD PLACEMENTS


LEADER BOARD		TOP AD
DIMENSIONS (W X H)	728x90	
AVAILABILITY	All areas, except News Homepage, Sport Homepage and Video - Media Asset pages	
FILE SIZE	40K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	728 x 300 max. Must expand Down only.	


WIDE LEADER BOARD		TOP AD
DIMENSIONS (W X H)	970x90	
AVAILABILITY	All areas, except News Homepage, Sports section and Video - Media Asset pages	
FILE SIZE	40K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	970 x 300 max. Must expand Down only.	


PUSH DOWN		TOP AD
DIMENSIONS (W X H)	970x66 retracted; 970 x 418 expanded	
AVAILABILITY	Available only on Index pages as a daily buyout. Auto expansion limited to one per user per day.	
FILE SIZE	40K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	970 x 418 max. Must expand Down only.	
ADDITIONAL CREATIVE SUBMISSION NOTES	Collapsed ad displayed on page load then ad automatically expands for 7 seconds, then automatically retracts. Manual expansion upon click ONLY, anytime after the initial auto expand. Leave behind of 970 x 66 served to users after cap of 1 per user per day with option to manually expand. Audio by user initiation only. Either 1 tag to be submitted capped at 1 per user per day from the third party vendor; or 2 files submitted, 1) auto expand 2) manual expand upon user click only. A 5 working day SLA is required.	


PRE ROLL EMBEDDED VIDEO (VIDEO ON DEMAND)	
512 X 288 PRE-ROLL VIDEO AND 300X60 COMPANION AD	
AVAILABILITY	News site
PRE-ROLL VIDEO	<ul style="list-style-type: none"> • Accepted format: FLV (On2 VP6). NB. Rich Media Vendor tags NOT supported. • Length: Preferred 15 seconds max. Will accept up to 30 seconds max. • Aspect ration: 16:9 widescreen • Resolution: 512 x 288 • Flash Video version: 8+ • Video bitrate: 320 kbps • Frame rate: 25 FPS or standard in flash • Maximum keyframe spacing: 150 frames • Flash Audio (MP3) - standard size • 1 channel • Audio Sample Size: 16 bits (44.1kHz mono) • Audio bitrate : 48 kbps
COMPANION BANNER	<ul style="list-style-type: none"> • 300 x 60 pixels (w x h) • Accepted formats: GIF, JPEG or SWF. • File size: 40 kb max. • Rich Media Vendor tags supported (see 'Accepted Rich Media Vendors'); javascript only, not IFRAMES. • Audio not accepted. • Expandables not accepted. Animation and looping: 30 seconds max.




MREC		RIGHT HAND AD
DIMENSIONS (W X H)	300x250	
AVAILABILITY	All areas.	
FILE SIZE	40K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	600 x 600 max. Must expand Down or Left.	

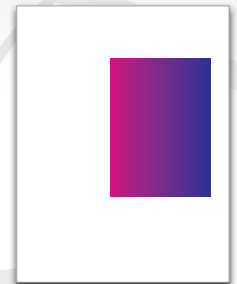
HALF PAGE		RIGHT HAND AD
DIMENSIONS (W X H)	300x600	
AVAILABILITY	All areas, except Video-Media Assets Pages and Sports Story Pages.	
FILE SIZE	60K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	500 x 600 max. Must expand Left only.	

LARGE HALF PAGE		RIGHT HAND AD
DIMENSIONS (W X H)	336 x 850	
AVAILABILITY	Only on News Index pages (not News Homepage), News Story pages and BBC Travel.	
FILE SIZE	60K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	504 x 850 max. Must expand to the Left on click only.	

LARGE RECTANGLE		RIGHT HAND AD
DIMENSIONS (W X H)	Max 336 x 280	
AVAILABILITY	Only on News and BBC Travel.	
FILE SIZE	40K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size.	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	504 x 280 max. Must expand LEFT only.	

PANEL		RIGHT HAND AD
DIMENSIONS (W X H)	336 x 700	
AVAILABILITY	Only on News and BBC Travel.	
FILE SIZE	60K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size.	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	Not permitted.	

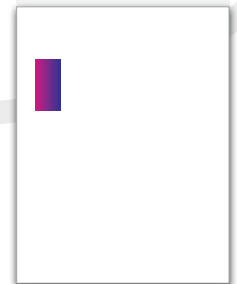
XXL		RIGHT HAND AD
DIMENSIONS (W X H)	468 x 648	
AVAILABILITY	Only on News story pages and BBC Travel.	
FILE SIZE	80K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size click to expand click to close. Unit will have page-turn functionality with video capability. 80k initial load, 100k secondary.	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	936 x 648 . Must expand to the Left on click only.	



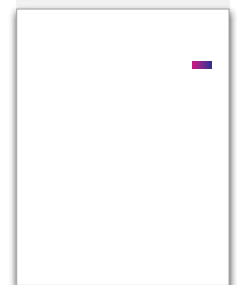
SKY		RIGHT HAND AD
DIMENSIONS (W X H)	160x600	
AVAILABILITY	All areas except Sports section and Video - Media Asset pages	
FILE SIZE	40K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	300 x 600. Must expand LEFT only	



BUTTON		LEFT HAND AD
DIMENSIONS (W X H)	120 x 240	
AVAILABILITY	Only on Sport section and BBC Travel.	
FILE SIZE	40K	
POLITE DOWNLOAD	Rich Media can have 100k secondary load file size	
ANIMATION & LOOPING	30 seconds max.	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	Not permitted.	



SPONSORSHIP BUTTON		
DIMENSIONS (W X H)	88 x 31 - "in association with"	
AVAILABILITY	Homepage: Spotlight, Sport, Wimbledon, Weather, Travel. News: Photo Galleries, Most Popular Stories, Print & Share box - story pages, Market Data, Entertainment. Other: Travel and all Sports sections. NB. No more than 3 sponsors can be displayed at a given time on the homepage.	
FILE SIZE	10K	
POLITE DOWNLOAD	n/a	
ANIMATION & LOOPING	Not accepted	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	Not permitted.	



PARTNER BUTTONS		
DIMENSIONS (W X H)	120 x 30	
AVAILABILITY	News: News Homepage, Business, Market Data, Technology. NB. Max of 8 per page	
FILE SIZE	10K	
POLITE DOWNLOAD	n/a	
ANIMATION & LOOPING	Not accepted	
3RD PARTY ACCEPTANCE	Yes	
EXPANDABLE DIMENSIONS (W X H)	Not permitted.	



	IPAD	IPHONE
DIMENSIONS (W X H)	768x90 portrait mode or 516x60 landscape mode	320x50
AVAILABILITY	Across the whole Application except Audio & Video and language sections.	Across the News and Football Applications.
FILE SIZE	Max 20kb	Max 12kb
ANIMATION & LOOPING	Allowed, GIF only 3 loops.	Allowed, GIF only 3 loops.
3RD PARTY RICH MEDIA	3rd party ad serving not accepted. 3rd party tracking URL not accepted, 1x1 pixel tracking tag not accepted.	3rd party ad serving not accepted. 3rd party tracking URL not accepted, 1x1 pixel tracking tag not accepted.
EXPANDABLE SIZE	No expansion permitted.	No expansion permitted.
ACCEPTED AD FORMATS	GIF, JPEG, PNG. Video & Audio not accepted.	GIF, JPEG, PNG. Video & Audio not accepted.
BORDER	A dark border is required.	
TARGETING AVAILABLE	Geo IP and Site Section	Geo IP and Site Section
AD SUBMISSION REQUIREMENTS	Creative must be submitted along with a click through URL. Ads must be submitted 5 working days before campaign start date.	Creative must be submitted along with a click through URL. Ads must be submitted 5 working days before campaign start date.



MOBILE	
AVAILABILITY	Ads accepted on mobile sections of Homepage, News, Weather and Sports only.
SUPPORTED DEVICES	<ul style="list-style-type: none"> • XHTML • WML
AD PLACEMENTS (SEE MOCK UPS BELOW)	<p>2 ad units displayed on XHTML devices – top & bottom of the page.</p> <p>1 ad unit displayed on the WML device – bottom of the page above the footer.</p> <p>NB. All ads will be centred for all devices.</p>
DISPLAY AD SIZE DIMENSIONS (W X H)	All of the 4 different ad sizes may be submitted: X-Large banner 300x50, Large banner 216x36, Medium banner 168x28, Small banner 120x20.
ACCEPTED AD FORMATS	GIF & JPEG. Static images only. Video & Audio not accepted.
ANIMATION	Not accepted
EXPANDED SIZE	No expansion permitted.
TARGETING AVAILABLE	<ul style="list-style-type: none"> • Geo IP • Site section
3RD PARTY RICH MEDIA	3rd party ad serving not accepted. 3rd party tracking URL accepted.
AD SUBMISSION REQUIREMENTS	Both display ads and a text ad are required to be submitted along with a click through URL. Ads must be submitted 5 working days before campaign start date.

SAMPLE CREATIVE (APPROXIMATE SIZE)

Find the latest **BUSINESS** news on your mobile BBC

Find the latest **BUSINESS** news on your mobile BBC

216 X 36

300 X 50

Find the latest **BUSINESS** news on your mobile BBC

168 X 28

Find the latest **BUSINESS** news on your mobile BBC

120 X 20

ACCEPTED AD SIZES (W X H)	XHTML	WML	MAX FILE SIZES	FILE FORMATS
300 X 50	X		4KB	GIF, JPEG
216 X 36	X		4KB	GIF, JPEG
168 X 28	X		4KB	GIF, JPEG
120 X 20	X	X	1KB	GIF, JPEG
TEXT ONLY	Serves as alt text. Required as back up in the event that a creative image cannot be served. (we will not be serving text only ads as standard)			

MOBILE AD PLACEMENT MOCK UPS

The XHTML version offers two premium positioned ad units per page

Standard IAB ratio for Mobile (6:1) in one of 4 sizes. Ad units appear above BBC header and below BBC footer

WML devices have 1 ad per page.

Standard IAB ratio for Mobile (6:1) in one of 4 sizes. Ad units appear above BBC footer

Printer icons (2 on each page)

Sponsor logo on bottom "Printable Version" icon button on every story page across News & Sport sections on BBC.com

Sponsor logo will also appear on the top right of the print version of the article - which is present when the page is printed.

PRINT SPONSORSHIP

AVAILABILITY	2 ad units available on every full page article in News and Sport.
UNDER THE 'PRINTABLEVERSION'	<p>Position: below the 'printable version' test at the bottom of the page only.</p> <p>Image size: 88x31</p> <p>Max file size: 10k</p> <p>Sound: no</p> <p>Expandable: no – Exception might be made on a mouse over event.</p> <p>Will need specific approval from the Editorial Guardian.</p> <p>Animation: no – Exception might be made if the animation is not intrusive and does not distract the user. Will need specific approval from the Editorial Guardian.</p> <p>Click: open in a new window to advertiser selected site.</p>
ON THE PRINTABLE PAGE	<p>Position: top of all printable pages.</p> <p>Image size: 120x60</p> <p>Max file size: 20k</p> <p>Sound: no</p> <p>Expandable: no</p> <p>Animation: no</p> <p>Click: open in a new window to advertiser selected site.</p>

GUIDELINES

SUBMISSION GUIDELINES:

All creative must be submitted **5 business days prior to campaign launch** to your BBC Worldwide sales contact or directly to the BBC Worldwide Ad Operations team (digitaladops@bbc.com).

Creative placements must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date.

3rd party tags must be live at the time of submission to enable thorough testing before launch. *Ad Ops must be notified each time a new creative is uploaded to a 3rd party vendor tag* as all ads require approval by Editorial Guardian before going live.

For Flash ads, an alternate image conforming to the designated gif/jpg specifications must be provided for use in the event that the user's browser does not support the flash version used. BBC Worldwide accepts all flash versions. Flash 6.0 and above recommended.

ACCEPTED FILE FORMATS:

Accepted formats include GIF, JPEG and SWF.
 NB. HTML, DHTML and IFRAMES are NOT supported at this time.
 Pre-Roll video should be submitted by email in FLV format.

RICH MEDIA FORMATS NOT ACCEPTED:

- Interstitials (aka "page takeovers")
- Slider – animation where overlay advert content "slides" in.
- Floating
- Pop-up or pop-under.

ANIMATION/ LOOPING:

- Allowed. Unlimited looping cannot exceed **30 seconds**.
- In line with accessibility standards, content should not be provided which visibly or purposely flickers between 3 and 49 Hz (i.e. flashes more than twice a second) onto a page.
- The frame rate for flash (SWF) files may not exceed 24 frames per second. 18 frames per second is preferred.

AUDIO:

- Permitted on click OR mouse-over. If on mouse -over, there MUST be a 1 second delay. The audio MUST stop when the banner is mouse rolled-off.
 - Non user-initiated audio is NOT permitted.
 - Any audio MUST include an easily accessible and clearly labelled "Play"/"On" and "Pause"/"Off"/"Mute" controls.
 - Length: 30 seconds maximum on audio served in conjunction with a video stream. Audio served independent of a video stream may be 15 or 30 seconds.
 - No audio accepted for the Pre-Roll Companion banners.
- NB. BBC Worldwide reserves the right to reject ads which include audio on hover/mouse-over that has a negative user experience.

VIDEO:

- Permitted. Any video MUST include an easily accessible and clearly labelled "Play"/"On" and "Pause"/"Off"/"Mute" controls.
- Polite download/in banner video:
 - User-initiated:-
 - If user-initiated, must be with a mouse click. No restrictions on length or 'automatic pause' once user-initiated.
 - Non user-initiated:-
 - 1 MB max (true video streaming only, progressive download must be on user click).
 - No longer than 30 seconds or 1MB whichever comes first.
 - Audio must be user-initiated.
 - NOT accepted on the main homepage or News homepage.

SWF/FLASH CREATIVE REQUIREMENTS:

For creative supplied as SWF:

- An alternate image conforming to the designated gif/jpg specifications MUST be supplied with each .Swf file for use in the event that the user's browser does not support the flash version used.
- The campaign will go live with the default gif/jpg files if the SWF files are not to spec at the time of campaign launch. The SWF files will go live when the revisions are made.
- The SWF file should be embedded with a 'clickTag' using the following code:

```
on (release) {
  if (clickTag.substr(0, 5) == "http:") {
    getURL (clickTag, "_blank");
  }
}
```

- Flash active script should NOT make calls or references to elements on a page.
- Flash active script should NOT make external references except for agreed Audio or Video (polite downloads).
- Please supply click through URL address with EACH creative file.
- All click-throughs must open in a new browser window (or tab).
- The clicktag/URL can launch only one browser window when the creative is clicked on to avoid external surveys and intrusive ads.
- BBC Worldwide is not responsible if the landing page of the creative is down, unreachable, or not ready at the time of launch.

<p>EXPANDABLE AD SPECIFICS:</p>	<ul style="list-style-type: none"> • Expandable advertising content must remain within the permitted footprints defined above. • An ad may not cover other ads. • Expand must be user-initiated by mouse roll-over or by mouse-click or have a visible open/close button. No auto expand allowed. • Ad must retract upon mouse roll-off, unless user interacts with the expanded ad by a mouse-click within/on it. • In all cases, the expanded creative must include a prominent close button that retracts the ad. • Any audio or video must be user initiated by mouse-click, not mouse roll-over. The retracted ad may not animate for more than 30 seconds. The expanded ad may animate as long as it remains expanded. • A mandatory “CLOSE X” button(s) must be prominent, always present and obvious. Close button font size must be 11 pixels and 4 pixel padding around the text. • The “CLOSE X” button should appear on every frame of the execution. • The “CLOSE X” button should be clearly visible at all times with special consideration taken about the background colours of the web page the creative is running on. No transparent backgrounds. • The creative must encourage the user to roll-over/click to expand it with a sentence such as “Roll-over to expand” or “Click to expand”. • Expanding adverts may only remain open if a user is interacting with it. • No expandables accepted for the Pre-Roll Companion banners. • No expandables accepted on the main Homepage. • Only 3rd party vendor tags accepted to run expandable formats. SWF/Flash files not accepted.
<p>INTERACTION:</p>	<ul style="list-style-type: none"> • Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialog boxes, error messages, simulate interactivity (i.e. drop down menus, search boxes, etc.) without that functionality actually existing. • Actual functional form elements (such as selection drop-down lists, radio buttons etc.) within ad creative are permitted as long as no personally identified data is collected. This may be acceptable if there is a privacy policy or T&Cs in the ad itself. • Actual functional form elements such as drop-down lists must remain within the permitted footprint dimensions of the ad product – e.g. drop-down lists should not extend beyond the footprint of the ad product.
<p>ACCESSIBILITY RECOMMENDATIONS:</p>	<ul style="list-style-type: none"> • BBC Worldwide actively encourages all advertisers to supply or serve creative content which complies to the W3C WAI WACG V2.0 Guidelines. • BBC Worldwide actively encourages those suppliers using rich media to switch on the accessibility functionality in flash.
<p>BBC WORLDWIDE ADVERTISEMENT POLICY:</p>	<ul style="list-style-type: none"> • Advertisements cannot resemble BBC content. • Advertisements cannot mimic news headlines in design, tone, 3rd person sentence structure, or topic. • All advertisements will be clearly labelled on the target web page with the word “Advertisement” and must be already surrounded by a (at least) 1 pixel black/dark border on that page to distinguish the ad from the content. • In line with accessibility standards, Advertisers are requested to provide Alt-text (a short and to the point abridged text of the advert) with ALL creative. If no text is supplied by the advertiser, BBC Worldwide reserves the right to allocate the text “Advertisement: Click Here”. • All advertisements are subject to review by the BBC Editorial Guardian prior to start of campaign. BBC Worldwide reserves the right to refuse any advertisements and campaigns. • BBC Worldwide reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.
<p>ACCEPTED RICH MEDIA VENDORS:</p>	<p>Atlas, Eyeblander, Pointroll, Eyewonder, Bluestreak, Mojo, Helios/Adtech, Adform, Brightroll, Trueffect, Flashtalking, Eyereturn, Adcentric (US and CA only), Facilitate V2, 24/7, Adrime, Noah, Eplanning, Scaratec, Doubleclick Motif Dynamic Logic, Insight Express, Smart, Adshuffle, AdFusion</p>