

SUMMARY

Positions	Ad Products	Dimensions	MAX Size	GIF	SWF	BACK UP GIF	HOME PAGE	MAIN SECTIONS	Served direct thru ADTECH	MIN lead time for Trafficking
Banner	Banners	468x60	30kb	Yes	Yes	Yes – 12kb	Yes	Yes	Yes	2 days
Banner	Expandable	468x60 - 468x400	30kb	Yes	Yes	Yes – 12kb	No	Yes	Yes	5 days
Banner	Floating to banner	n/a	40kb	No	Yes	n/a	No	Yes	Yes	5 days
Banner	Video	468x60 – Video -	30kb 40kb*	No	Yes	n/a	No	Yes	Yes	5 days
Banner	Leader board	728x90	30kb	Yes	Yes	Yes – 15kb	Yes	Yes	Yes	2 days
Banner	Exp Leader board	728x90 728x270 (incl initial creative)	30kb 30kb		Yes	Yes – 15kb	No	Yes	Yes	5 days
Skyscraper	Skyscrapers	120x600 160x600	30kb 30kb	Yes	Yes	Yes – 15kb	Yes	Yes	Yes	2 days
Skyscraper	Expandable	120x600 - 300x600 - Expandable -	30kb 30kb 40kb*	Yes	Yes	Yes – 15kb	No	Yes	Yes	5 days
Skyscraper	Floating to sky	n/a	40kb*	No	Yes	n/a	No	Yes	Yes	5 days
Skyscraper	Video	120x600 - 160x600 - Video -	30kb 30kb 40kb*	No	Yes	Yes – 15kb	Yes	Yes	Yes	5 days
MPU	MPU	300x250	30kb	Yes	Yes	Yes – 15kb	Yes	Yes	Yes	2 days
MPU	Expandable MPU	300x250 400x400	30kb	Yes	Yes	Yes – 15kb	No	Yes	Yes	5 days
Overlay	Floating Ad	400x400	30kb	No	Yes	Yes	No	Yes	Yes	5 days
Pre-rolls	Free to View	-	-	No		No	Yes	Yes	Yes	5 days

- Index Flash / Video served as a polite download from a 3rd party.

** Please note: all creative click through **must not** direct to downloadable services.

These specifications apply to all Flash creatives that run on the Sky Digital Media web sites, for any ad position – e.g. Banner, Leaderboard, Skyscraper, MPU ...etc.

Flash version

We accept creatives in Flash version 7. Any creative in version 7 or below will be accepted.

Additional

All Flash creatives must include a Macromedia ClickTag. We will refuse to traffic the advert unless this is correct.

```
on (release) {  
  getURL (clickTag, "_blank");  
}
```

Loading in additional files

- Any file, such as an image (e.g. JPG/GIF) can be loaded in from outside the main .swf file. We must have at least one to use as a back-up.
- All additional files must be no more than 12K each.
- All additional files must be hosted by Sky alongside main .swf file – loading files from other non-Sky servers is not permitted.

Shared Objects

We do not permit the use of shared objects.

Banner

Dimensions and file size:

- 468x60 max file size 30k

File Types:

- GIF or SWF

IMPORTANT INFO for SWF files:

- The button within the fla file needs to have the following action applied to it

```
on (release) {  
  getURL (clickTag, "_blank");  
}
```

3rd Party Serving: Yes

Trafficking time: need to receive assets 2 days before launch

EXPANDABLE AND FLOATING TO BANNER

Dimensions and file size:

- 468x60 max file size 30k

File Types:

- GIF or SWF

Targeting:

- **EXCLUDED** from the homepages
- Expandable formats must always shrink back into the 46x60 dimension
- File size: 30-100k if using polite download via third-party.
- Dimensions when expanded: 468x180

Trafficking time: need to receive assets 5 days before launch

VIDEO BANNER

SERVED VIA 3rd PARTY ONLY

- Sound within ROS formats must be user initiated ONLY. i.e. all audio must be automatically **TURNED OFF**
- Please see Video Specifications for further information
- Banner file max file size 30k
- Video file max file size 100k

Leaderboard

Dimensions and file size:

- 728x90 max file size 30k

File Types:

- GIF or SWF

IMPORTANT INFO for SWF files:

- The button within the fla file needs to have the following action applied to it

```
on (release) {  
  getURL (clickTag, "_blank");  
}
```

3rd Party Serving: Yes

Trafficking time: need to receive assets 2 days before launch

EXPANDABLE AND FLOATING TO LEADERBOARD

Dimensions and file size:

- 728x90 max file size 30k

File Types:

- GIF or SWF

Targeting:

- **EXCLUDED** from the homepages
- Expandable formats must always shrink back into the 728x90 dimension
- File size: 30-100k if using polite download via third-party.
- Dimensions when expanded: 728x270

Trafficking time: need to receive assets 5 days before launch

VIDEO LEADERBOARD

SERVED VIA 3rd PARTY ONLY

- Sound within ROS formats must be user initiated ONLY. i.e. all audio must be automatically **TURNED OFF**
- Please see Video Specifications for further information
- Banner file max file size 30k
- Video file max file size 100k

STANDARD & SUPER SKYSCRAPERS

Dimensions and file size (recommended IAB sizes):

- Standard skyscraper: 120x600 max file size 30k
- Super skyscraper: 300x600 max file size 30k

File Types:

- GIF or SWF

IMPORTANT INFO for SWF files:

- The button within the fla file needs to have the following action applied to it

```
on (release) {  
  getURL (clickTag, "_blank");  
}
```

3rd Party Serving: Yes

Trafficking time: need to receive assets 2 days before launch

EXPANDABLE SKYSCRAPERS AND FLOATING TO SKYSCRAPERS:

This includes all formats being served out of the skyscraper position

Targeting:

- **EXCLUDED** from homepages.
- Expandable formats must always shrink back into the 120x600 or 160x600 dimension
- Dimensions when expanded: 300x600
- File size: 30-100k if using polite download via third-party.

Trafficking time: need to receive assets 5 days before launch

VIDEO SKYSCRAPERS

- Sound within ROS formats must be user initiated ONLY. i.e. all audio must be automatically **TURNED OFF**
- Please see Video Specifications for further information
- Skyscraper file max file size 30k
- Video file max file size 100k

Targeting:

- All pages **EXCLUDED** from the homepage & photo galleries

Dimensions:

400x400 – must sit within the content of the page and not cover any other advertising.

File Size:

- 30k max
- If 3rd Party Served – 100k

3rd party serving only:

- Will accept most Rich media tags: Eyeblander, Tangozebra, CheckM8.....

Design specifications:

- Always display a close button
- Close button must appear when ad starts
- Close button must be a minimum size of 30x30 pixels
- Must turn off flash and run over forms and dropdowns
- Sound must be user initiated only i.e sound off

Run time:

- 15 seconds maximum run time and then disappear completely

Trafficking time: need to receive assets 5 days before launch

* Provisional Brightcove Pre Roll Specs (subject to alteration as we improve the service!)

SPECIFICATIONS – Football 365 / TeamTalk

Dimensions: 320 x240
File format : WMV 9 @440Kbps
Audio Format: WMA 9 @ 32Kbps 44kHz Mono
Frame Rate: 25
Key Frame Interval: 3 seconds
Video Bit Rate: 399k
Video Smoothness: 50
Video Length: Max 20 secs

Pre rolls can be tracked through Tangozebra/Eyeblander, and served through Adtech.

SPECIFICATIONS – Sky Sports

Video length:

Up to 30 seconds, we'd like you to push for 15 seconds or less!

Dimensions:

480x360 (4:3 Standard) or 480x270 (16:9 Widescreen)

Frame rate:

Same as source or ½ of source (15 to 30 fps)

Video Data Rate: 600kbps

Audio Data Rate: 48kbps

Total Data Rate: 648kbps

Key frame: every 30 or 60 frames (2 seconds)

File Types:

FLV Only – No third-party tracking or serving tags accepted.

NB:

It is recommended to crop to TV-Safe Area and de-interlace

Click through:

Video Ad is clickable, please supply a click-thru URL.

This can be tracked by us or with a 3rd party click command.

Video **should not** include a leader – (A leader is a graphic that contains the video file information (length, size, etc.)

BANNER:

We can also display a 468x60 companion banner to go with the FLV file if required.

This can be either a Flash .swf file (max 3 loops), or a static non progressive jpg.

Third party click tracking can be incorporated, but as yet there is no way to count views. This information is at the moment contained in Adtech, so reports can be provided on request.