



INTERACTIVE MEDIA DIVISION
MediaCorp Ads Technical Specs
November 2011

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Creative Submission Deadlines

STANDARD BANNERS

Leaderboard

IMU

Rectangle Banner

Button

Standard Leaderboard

(for CNA, TodayOnline & Mocca only)



- Dimensions: 728 pixels (w) by 90 pixels (h)
- File types: a) gif; or b) jpg; or c) swf (with backup gif or jpg)
- Max file size: 40kb
- All Flash (swf) banners must be embedded with click-tag:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```
- All Flash (swf) banners must be exported in max Flash 7
- Any 3rd-party tracking codes must be embedded before submission
- Animation is limited to first 15 secs; looping is unlimited within 15 secs
- Click destination URL must open into a new browser
- Audio (if any) must be user-initiated and never automatic; pls include On/Off switch in creative
- Audio insertion into Flash (swf) banners must be from second frame onwards

Standard IMU

(for CNA & TodayOnline only)

- Dimensions: 300 pixels (w) by 250 pixels (h)
- File types: a) gif; or b) jpg; or
c) swf (with backup gif or jpg)
- Max file size: 40kb
- All Flash (swf) banners must be embedded with click-tag:
**on (release) {
getURL (_level0.clickTag, "_blank");
}**
- All Flash (swf) banners must be exported in max Flash 7
- Any 3rd-party tracking codes must be embedded before submission
- Animation is limited to first 15 secs; looping is unlimited within 15 secs
- Click destination URL must open into a new browser
- Audio (if any) must be user-initiated and never automatic; pls include On/Off switch in creative
- Audio insertion into Flash (swf) banners must be from second frame onwards

Business Moves

LATEST BUSINESS NEWS

- Malaysia and India sign free trade pact
- US on track to slash spending
- Oil pushes higher, stock markets sluggish in Asia



Standard Rectangle Banner

(for CNA only)

- Dimensions: 300 pixels (w) by 100 pixels (h)
- File types: a) gif; or b) jpg; or c) swf (with backup gif or jpg)
- Max file size: 40kb
- All Flash (swf) banners must be embedded with click-tag:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```
- All Flash (swf) banners must be exported in max Flash 7
- Any 3rd-party tracking codes must be embedded before submission
- Animation is limited to first 15 secs; looping is unlimited within 15 secs
- Click destination URL must open into a new browser
- Audio (if any) must be user-initiated and never automatic; pls include On/Off switch in creative
- Audio insertion into Flash (swf) banners must be from second frame onwards



Standard Button

(for CNA & TodayOnline only)



- Dimensions: 180 pixels (w) by 60 pixels (h)
- File types: a) gif; b) jpg; or c) swf (with backup gif or jpg)
- Max file size: 40kb
- All Flash (swf) banners must be embedded with click-tag:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```
- All Flash (swf) banners must be exported in max Flash 7
- Any 3rd-party tracking codes must be embedded before submission
- Animation is limited to first 15 secs; looping is unlimited within 15 secs
- Click destination URL must open into a new browser
- No audio

RICH MEDIA BANNERS

Expandable Leaderboard

Expandable Leaderboard *with* Video

Expandable IMU

Expandable IMU *with* Video

IMU Video

Page-Takeover

Browser/Catfish Banner

Expandable Leaderboard

(for CNA, TodayOnline & Mocca only)



- Dimensions: 728 pixels (w) by 90 pixels (h) >>> 728 pixels (w) by 250 pixels (h)
- File types: a) fla; and b) swf; and c) backup gif or jpg; and d) font files
- Max file size: a) collapsed panel – 40kb;
b) expanded panel – 50 kb
Sizes above apply to swf & backup images only.
- All Flash (swf) banners must be embedded with click-tag:


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

continued →

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Expandable Leaderboard

(for CNA, TodayOnline & Mocca only)

(continued)

- All Flash (swf) banners must be exported in max Flash 7
- Any 3rd-party tracking codes must be embedded before submission
- Animation is limited to first 15 secs; looping is unlimited within 15 secs
- Click destination URL must open into a new browser
- Banner must only expand on mouseover and collapse on mouseout
- Banner must only expand downwards
- 'CLOSE' and 'REPLAY' buttons must be prominently displayed
- Audio (if any) must be user-initiated and never automatic; pls include On/Off switch in creative
- Audio insertion into Flash (swf) banners must be from second frame onwards

Expandable Leaderboard *with Video*

(for CNA, TodayOnline & Mocca only)



- HOME
- ASIA PACIFIC
- SINGAPORE
- WORLD
- BUSINESS
- SPORT
- TECHNOLOGY



- Dimensions: 728 pixels (w) by 90 pixels (h) >>> 728 pixels (w) by 250 pixels (h)
- File types: a) fla; and b) flv; and c) swf; and d) backup gif or jpg; and e) font files
- Max file size: a) collapsed panel – 40kb; b) expanded panel – 50 kb
Sizes above apply to swf & backup images only.
- All Flash (swf) banners must be embedded with click-tag:

```

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

```

continued →

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Expandable Leaderboard *with* Video

(for CNA, TodayOnline & Mocca only)

(continued)

- All Flash (swf) banners must be exported in max Flash 7
- Any 3rd-party tracking codes must be embedded before submission
- Animation is limited to first 15 secs; looping is unlimited within 15 secs
- Click destination URL must open into a new browser
- Banner must only expand on mouseover and collapse on mouseout
- Banner must only expand downwards
- 'CLOSE' and 'REPLAY' buttons must be prominently displayed
- Video can be automatic on banner expansion; pls include video controls in creative
- Audio (if any) must be user-initiated and never automatic; pls include On/Off switch in creative
- Audio insertion into Flash (swf) banners must be from second frame onwards

Expandable IMU

(for CNA & TodayOnline only)



- Dimensions: 300 pixels (w) by 250 pixels (h) >>> 500 pixels (w) by 300 pixels (h)
- File types: a) fla; and b) swf; and c) backup gif or jpg; and d) font files
- Max file size: a) collapsed panel – 40kb;
b) expanded panel – 50 kb
Sizes above apply to swf & backup images only.
- All Flash (swf) banners must be embedded with click-tag:
`on (release) {
getURL (_level0.clickTag, "_blank");
}`

continued →

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Expandable IMU

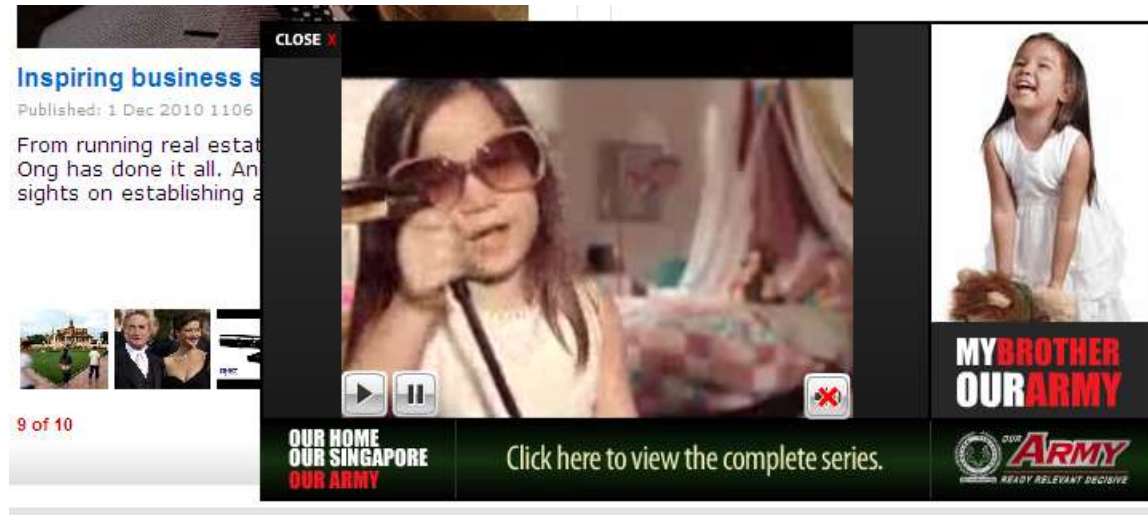
(for CNA & TodayOnline only)

(continued)

- All Flash (swf) banners must be exported in max Flash 7
- Any 3rd-party tracking codes must be embedded before submission
- Animation is limited to first 15 secs; looping is unlimited within 15 secs
- Click destination URL must open into a new browser
- Banner must only expand on mouseover and collapse on mouseout
- Banner must only expand to the left
- 'CLOSE' and 'REPLAY' buttons must be prominently displayed
- Audio (if any) must be user-initiated and never automatic; pls include On/Off switch in creative
- Audio insertion into Flash (swf) banners must be from second frame onwards

Expandable IMU *with* Video

(for CNA & TodayOnline only)



- Dimensions: 300 pixels (w) by 250 pixels (h) >>> 500 pixels (w) by 300 pixels (h)
- File types: a) fla; and b) flv; and c) swf; and
d) backup gif or jpg; and e) font files
- Max file size: a) collapsed panel – 40kb;
b) expanded panel – 50 kb
Sizes above apply to swf & backup images only.
- All Flash (swf) banners must be embedded with click-tag:
`on (release) {
getURL (_level0.clickTag, "_blank");
}`

continued →

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Expandable IMU *with* Video

(for CNA & TodayOnline only)

(continued)

- All Flash (swf) banners must be exported in max Flash 7
- Any 3rd-party tracking codes must be embedded before submission
- Animation is limited to first 15 secs; looping is unlimited within 15 secs
- Click destination URL must open into a new browser
- Banner must only expand on mouseover and collapse on mouseout
- Banner must only expand to the left
- 'CLOSE' and 'REPLAY' buttons must be prominently displayed
- Video can be automatic on banner expansion; pls include video controls in creative
- Audio must be user-initiated and never automatic; pls include On/Off switch in creative
- Audio insertion into Flash (swf) banners must be from second frame onwards

IMU Video

(for CNA & TodayOnline only)



Budget pro-growth & prudent, says PM Lee

Published: 20 Feb 2011 11:39 hrs

Prime Minister Lee Hsien Loong has described the Singapore Budget unveiled on Friday as pro-growth and prudent.



3 of 11



- Dimensions: 300 pixels (w) by 250 pixels (h)
- File types: a) fla; and b) flv; and c) swf; and
d) backup gif or jpg; and e) font files
- Max file size: 40kb
Size above applies to swf & backup images only.
- All Flash (swf) banners must be embedded with click-tag:
`on (release) {
 getURL (_level0.clickTag, "_blank");
}`
- All Flash (swf) banners must be exported in max Flash 7

continued →

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IMU Video

(for CNA & TodayOnline only)

(continued)

- Any 3rd-party tracking codes must be embedded before submission
- Click destination URL must open into a new browser
- Video can be automatic; pls include video controls in creative
- Audio must be user-initiated and never automatic; pls include On/Off switch in creative
- Audio insertion into Flash (swf) banners must be from second frame onwards

Page-Takeover

(for CNA & TodayOnline only)

- Dimensions: Max 1024 pixels (w) by 768 pixels (h)
- File types: a) fla; and b) swf; and c) backup gif or jpg; and d) font files
- Max file size: 50kb
Size above applies to swf & backup images only.
- All Flash (swf) banners must be embedded with click-tag:
`on (release) {
 getUrl
 (_level0.clickTag, "_blank");
}`
- All Flash (swf) banners must be exported in max Flash 7
- Any 3rd-party tracking codes must be embedded before submission
- Click destination URL must open into a new browser
- 'CLOSE' button must be prominently displayed



continued →

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Page-Takeover

(for CNA & TodayOnline only)

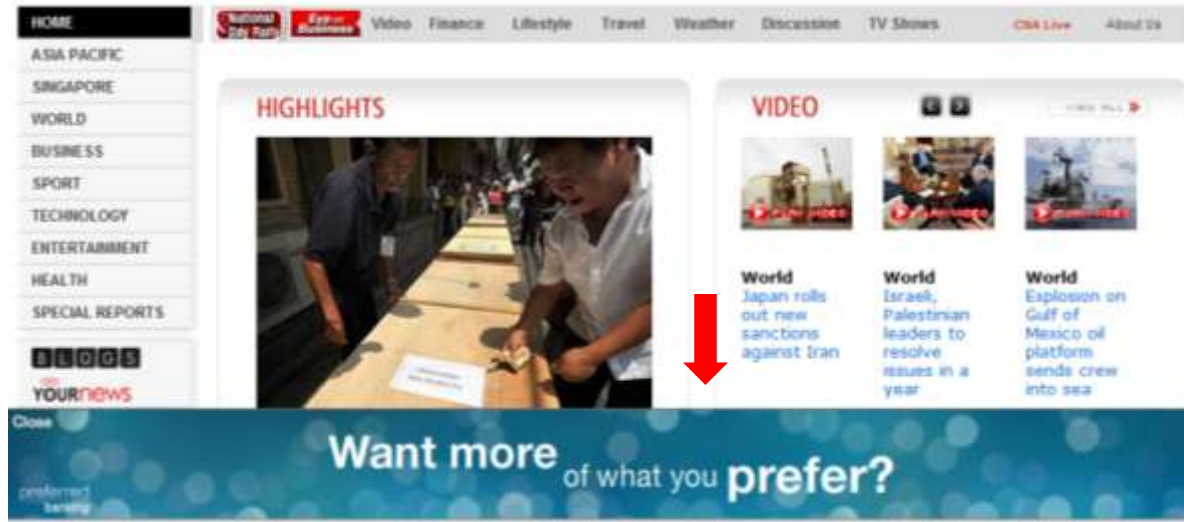
(continued)

- Banner must automatically close after 7 seconds
- Audio must be user-initiated and never automatic; pls include On/Off switch in creative
- Audio insertion into Flash (swf) banners must be from second frame onwards

Please note that Page-Takeover is subjected to a frequency cap of 3.

Browser/Catfish Banner

(for CNA & TodayOnline only)



- Dimensions: 967 pixels (w) by 90 pixels (h)
- File types: a) fla; and b) swf; and c) backup gif or jpg; and d) font files
- Max file size: 40kb
Size above applies to swf & backup images only.
- All Flash (swf) banners must be embedded with click-tag:
`on (release) {
 getURL (_level0.clickTag, "_blank");
}`
- All Flash (swf) banners must be exported in max Flash 7

continued →

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Browser/Catfish Banner

(for CNA & TodayOnline only)

(continued)

- Any 3rd-party tracking codes must be embedded before submission
- Click destination URL must open into a new browser
- 'CLOSE' button must be prominently displayed
- Banner must automatically close after 10 seconds
- Audio (if any) must be user-initiated and never automatic; pls include On/Off switch in creative
- Audio insertion into Flash (swf) banners must be from second frame onwards

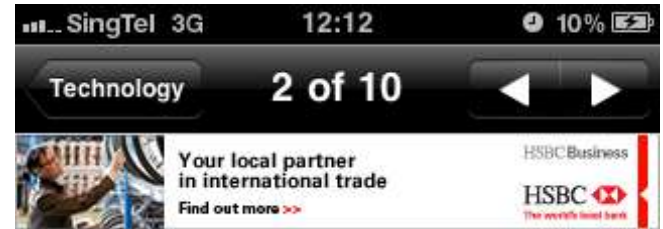
Please note that Browser/Catfish banner is subjected to a frequency cap of 3.

MOBILE BANNERS

Top Banner
Splash Banner

Top Banner

- Dimensions: 320 pixels (w) by 48 pixels (h)
- File types: a) gif; or b) jpg ; or c) png
- Max file size: 10kb
- Click destination URL must open into a new browser



Barnes & Noble unveils colour e-reader

Technology | Posted: Oct 27, 2010 11:36



Splash Banner

- Dimensions: 320 pixels (w) by 480 pixels (h)
- File types: a) gif; or b) jpg; or c) png
- Max file size: 30kb
- Click destination URL must open into a new browser
- Please leave the bottom 320 pixels (w) by 60 pixels (h) clear for the 'CLOSE AD' strip.
- Any info at the bottom of the splash ad will be covered by the 'CLOSE AD' strip if this is not fulfilled.
- Please note that the 'CLOSE AD' strip applies to the click-thru page as well.



OTHERS

Advertorial
Electronic Direct Mail
Premium News Highlight
Video Rolls

Advertorial

(for CNA only)

ADVERTORIAL



City Index - CFD and FX Trading

City Index is one of the world's leading provider of derivatives trading for retail investors. We have over 25 years' experience delivering a market-leading service based on transparency, accessible technology and great customer support. Across Asia Pacific, we offer online trading in CFD and FX from our offices in Singapore, Sydney and Shanghai. [Click here...](#)



CITYINDEX
THE NEXT WAY TO TRADE

Grow your Wealth in FX Trading

Why trade FX?

Despite volatile market conditions, foreign exchange (FX) trading remains an attractive alternative to equity and bond trading. Why so?

- FX is traded on margin which provides you with more efficient use of your investment capital.
- The FX market is the most heavily traded financial market in the world with an average turnover of over USD3.2 trillion a day. Hence it is more liquid than any other financial market. This means traders have access to size, tight trading spreads and lower margin rates than in other financial markets. This also means FX markets are less prone to gaping than less liquid markets such as equities, especially during times when the market trades through a

- Auto-close out to minimise losses
- Fixed spreads in all market conditions*
- Professional charts featuring over 140 indicators/ oscillators
- Professional customer service support from 7am to 10:30pm, Monday to Friday
- Flexible contract sizes: 5k, 5k, 10k, 50k and 100k
- Low minimum deposit starting from USD250

* In the event of extreme market conditions, City Index may change spreads and margin requirements. You will be notified if these change accordingly.

TV HIGHLIGHTS



The Vox

As fears of global warming rise, people are seeking new ways to be environmentally friendly. But is it possible to be more eco-conscious without overhauling your lifestyle? Find out on Wed, Aug 12 @ 1930hrs (Singapore time).



Taste Matters

Marc Dass travels to the grand yet sedate Nanjing and learns to cook a dish that is as exotic-sounding as its preparation is elaborate – the lion's head pork meatball. Fri, Aug 14 @ 1930hrs (Singapore time).



Loong 'live' on the web at 10:30pm on Sun, Aug 15 (Singapore time). The Chinese and Malay speeches will be broadcast on Channel 8 and Suria from 1845hrs.

continued →

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Advertorial

(for CNA only)

(continued)

- Dimensions: 60 pixels (w) by 60 pixels (h)
- File types: jpg only
- Max file size: 10kb
- Title: Max 10 words
- Blurb: Max 40 words
- Duration: Max 2 weeks; different content & image each week
- Click destination URL must open into a new browser

Electronic Direct Mailer (EDM)

(for CNA, TodayOnline & Mocca only)

- File types: html (inclusive of images)
- Max file size: No limit
- Title: Max 8 words
- Client to provide email address(es) for test blast
- Client to provide database criteria for actual blast
- Client to provide URL links, if any

You are receiving this mail because you have chosen to receive newsletters and promotional materials from Channel NewsAsia and its partners.

If this page is not properly displayed, please go to:
<http://www.channelnewsasia.com/edm/kaplan>



Premium News Highlight

(for CNA only)

- Dimensions: 320 pixels (w) by 267 pixels (h)
- File types: jpg only
- Max file size: 20kb
- Title: Max 6 words
- Blurb: Max 35 words
- Duration: 1 day; no back-to-back schedule
- Client to provide URL links, if any

The screenshot displays a news website interface. At the top, there is a navigation menu with links for Video, Finance, Lifestyle, Travel, and Weather. Below this is a sidebar menu with categories: HOME, ASIA PACIFIC, SINGAPORE, WORLD, BUSINESS, SPORT, TECHNOLOGY, ENTERTAINMENT, HEALTH, and SPECIAL REPORTS. There is also a 'BLOGS' section for 'YOURnews'. A '7 Day News Archive' section shows the days of the week (M | T | W | T | F | S | S) and a search bar with a 'GO' button. Below the search bar are links for iPhone App, Android App, Mobile News, RSS, and eNewsletter. At the bottom of the sidebar is a 'Video' section with a 'WANI' logo and a 'TWITTER' button.

The main content area features a 'HIGHLIGHTS' section. The first highlight is an advertisement for Kaplan Higher Education in Singapore. The ad image shows a modern interior with a large 'KAPLAN' logo on the wall and several people sitting at a reception desk. The ad text reads: 'ADV: Kaplan Higher Education in Singapore'. Below the image, there is a paragraph of text: 'ADV: Through partnership with prestigious universities, Kaplan Higher Education offers career-oriented programs designed to provide students with the skills necessary for employment in the fields of Communication & Media, Business & Management, and others.' At the bottom of the ad, there are five small thumbnail images: a man in a suit, a man in a white shirt, a building, a group of people, and a Toyota logo. The ad is labeled '3 of 8' and has navigation arrows.

Video Rolls

(for CNA only)

- Duration: Max 45 secs
- Dimensions: 352 pixels (w) by 288 pixels (h) – 4:3 aspect ratio
- File types: flv only
- Max file size: 2MB

- Click destination URL must open into a new browser
- Audio must be user-initiated and never automatic; pls include On/Off switch in creative

VIDEO

View Video in: [High Res](#) / [Low Res](#)

World
Earthquake hits New Zealand's Christchurch

CNA Playlist: My News Playlist:

World - 22 Feb 2011
Earthquake hits New Zealand's Christchurch
[add to playlist](#)

00:19 / 00:00 [View fullscreen](#)

Booking/Creative Submission Deadlines

Standard Banners / Rich Media Banners / Mobile Banners:

5 WORKING DAYS

Advertorial / EDM / Premium News Highlight / Video Rolls:

7 WORKING DAYS

All information in this document is subject to changes without prior notice.

MEDIA CORP

Thank you