Wallpaper Format

File Size

- Max file size: 75KB
- **Max** Dimensions: 1440x1024
- File Type: JPEG

Animation

Not allowed. Image must be static.

Specification

Creative needs to take into account the width of the websites webpage(s) (which can differ depending on the website).

NOTE: To cater for users on lower screen resolutions we suggest keeping as much branding (& logos) within 768px from the top of the page and (on average) 140px to either side of the websites content.

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.
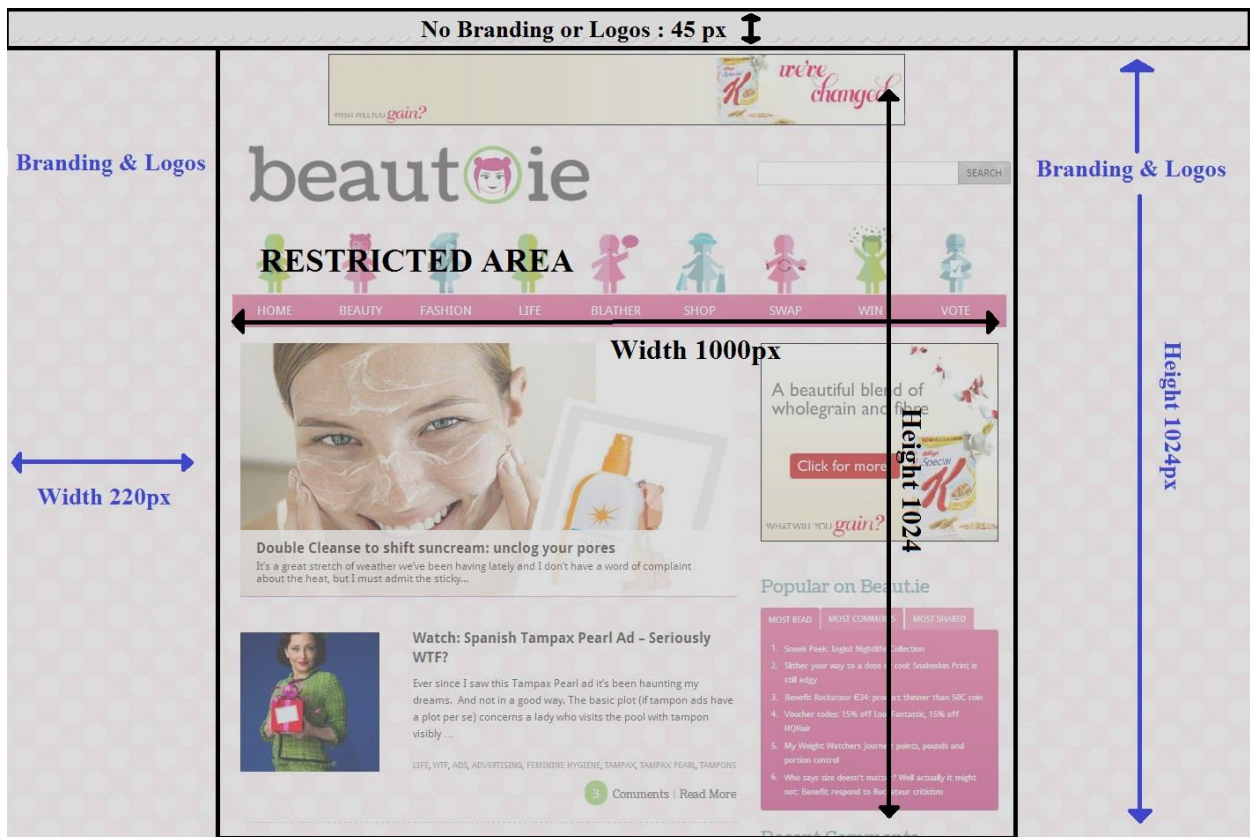
Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Beaut.ie

A **takeover** of **Beaut.ie** consists of Leaderboard, MPU and Wallpaper. Agencies should also supply a 320x50 for users accessing the site on a mobile device.

The wallpaper utilizes the free space to either side of the webpage - right & left-hand panel **220x1024** each.

The middle-panel (which the websites content is placed over covers **1000x1024**) should have a background colour of #FFFFFF set.


No Branding or Logos : 45 px

Branding & Logos

Branding & Logos

Width 1000px

Width 220px

Height 1024

Height 1024px

RESTRICTED AREA

beaut⦿ie

SEARCH

HOME   BEAUTY   FASHION   LIFE   BLATHER   SHOP   SWAP   WIN   VOTE

Double Cleanse to shift suncream: unclog your pores
It's a great stretch of weather we've been having lately and I don't have a word of complaint about the heat, but I must admit the sticky...

Watch: Spanish Tampax Pearl Ad – Seriously WTF?
Ever since I saw this Tampax Pearl ad it's been haunting my dreams. And not in a good way. The basic plot (if tampon ads have a plot per se) concerns a lady who visits the pool with tampon visibly ...

LIFE, WTF, ADS, ADVERTISING, FEMININE HYGIENE, TAMPAX, TAMPAX PEARL, TAMPONS

3 Comments | Read More

A beautiful blend of wholegrain and fibre

Click for more

Popular on Beaut.ie

MOST READ   MOST COMMENTS   MOST SHARED

1. Sneek Peek: Inglot Nightlife Collection
2. Slither your way to a dose of cool: Snakeskin Print is still edgy
3. Benefit Rockateur €34: product thinner than 50C coin
4. Voucher codes: 15% off Look Fantastic, 15% off HQHair
5. My Weight Watchers journey: points, pounds and portion control
6. Who says size doesn't matter? Well actually it might not: Benefit respond to Rockateur criticism

Recent Comments

\ELECTRIC MEDIA

Website Specific

Irishtimes.com

A **takeover** of **Irishtimes.com** consists of Wallpaper, MPU, Leaderboard, Button (OR Supersize Leaderboard) and a 320x50 px mobile ad (for those accessing the site from a mobile device.)

Utilizes the free space to either side of the webpage - right & left-hand panel **148 x1024** each.

The top & middle-panel(s) (Restricted Area's - which the websites content is placed over cover 980x1004 respectively) **must have** a background colour of #FFFFFF set.

\ ELECTRIC MEDIA
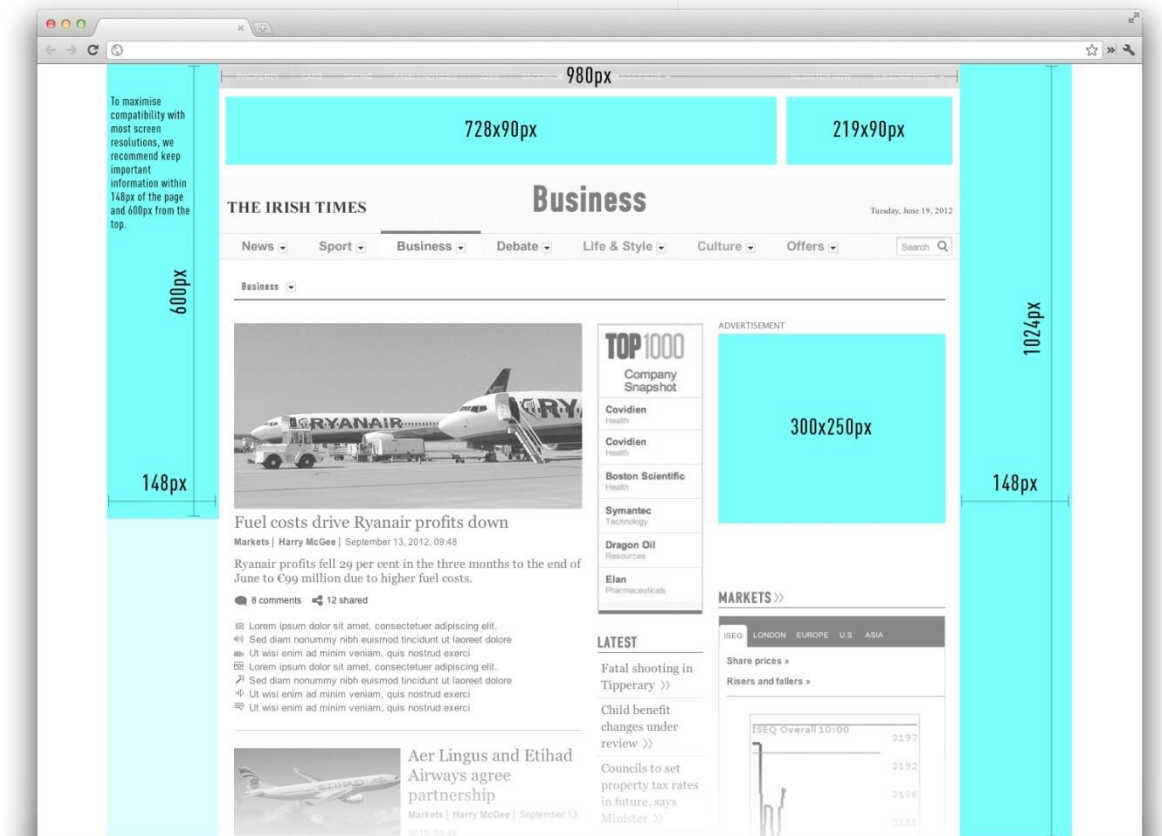
Entertainment.ie

A layered template to assist with this can be downloaded from http://entertainment.ie/Superwall.png or http://entertainment.ie/Superwall.psd

A **takeover** of **Entertainment.ie** consists of Wallpaper, MPU, Skyscraper & (optional) Leaderboard**.**

For further information **click here**.

Irishracing.com

A takeover of **Irishracing.com** consists of Wallpaper, MPU, Leaderboard, Button (OR Supersize Leaderboard)**.**

Utilizes the free space to either side of the webpage - right & left-hand panel **220x1024** each.

The middle-panel (which the websites content is placed over covers **1000**x1024) **must have** a background colour of #FFFFFF set.

\ ELECTRIC MEDIA

Rollercoaster.ie

A **takeover** of **Rollercoaster.ie** consists of Wallpaper, MPU & Leaderboard.

Utilizes the free space to either side of the webpage - right & left-hand panel **240x1024** each.

The middle-panel (which the websites content is placed over covers 980x1024) **must have** a background colour of #FFFFFF set.

3broadband.ie

A **takeover** of **3broadband.ie** consists of Wallpaper, MPU & Leaderboard. **No expandables**

Utilizes the free space to either side of the webpage - right & left-hand panel(s) **225x1024** each.

The top & middle-panel(s) (Restricted Area's - which the websites content is placed over cover 1440x8 & 990x1020 respectively) **must have** a background colour of #FFFFFF set.

MyHome.ie

A **takeover** of **MyHome** consists of wallpaper and Super Leaderboard (**960x90**). **No expandables**

Utilizes the free space to either side of the webpage - right & left-hand panel(s) **220x1024** each.

The middle-panel (which the websites content is placed over covers **960**x1024) should have a background colour of #FFFFFF set.

A **takeover** of RSVP consists of Leaderboard, MPU and Wallpaper.

The wallpaper utilizes the free space to either side of the webpage - right & left-hand panel **200x1024** each.

The middle-panel (which the websites content is placed over covers **1000 px**) **must have** a hex code of #FFFFFF

Billboard Format

Dimensions – Site Specific

Beaut	IrishTimes	Entertainment	RSVP	TV3	MyHome	Rollercoaster
970x250	970x250	970x250	970x250	970x250	960x250	960x250

For our Billboard network we recommend a 960x250 as it can run on all sites

Please note we cannot accept a Billboard on the homepage of the Irish Times

File Size

- Max Initial Load File Size: 40KB (SWF)
- Back up GIF or JPEG: 25KB
- Additional File Weight (Polite Download): Up to 1MB
- Format: RichMedia, Standard Flash, HTML5
- Flash Specifics: 24 frames per second

Animation

Unlimited looping within 15 seconds.

In-Page Video

Video streaming is permitted in the billboard format. There is a 30 second maximum on video stream length. The file size should be no larger than 2.2MB.

On-load Audio: No sound.

CPU Usage: Elements containing Flash must not exceed **40%** of a user's CPU.

Format

3rd party tag – Billboard Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Mediamind, Flashtalking, ADTECH)

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Cascade Format

www.richmediagallery.com/cascade

Specifications

- Panel Dimensions: 970x230*
- Expanded Dimensions: Up to 940x690
- Expand Direction: Down

File Size

- Max Initial Load File Size: 40KB (SWF)
- Maximum Total Creative File Size: 30MB
- Back up GIF or JPEG: 50kb

Audio: Must be user-initiated

CPU Usage: Elements containing Flash must not exceed **40%** of a user's CPU.

*On MyHome and Rollercoaster this is 960x230

Format

3rd party tag – Cascade Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Mediamind, Flashtalking, ADTECH)

Please note we cannot accept a Cascade on the homepage of the Irish Times

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Expandable Banner Format

Dimensions

- Max Initial WxH: 728x90, 300x250, 120x600, 160x600, 300x600

- Max Expandable WxH: 728x315, 600x250, 300x600, 300x600, 600x600

File Size

- Max Initial Load File Size: 40KB

- Additional File Weight (Polite Download): 100KB

- **Subsequent Max User Initiated File Load Size: 2.2mb**

- Flash Specifics: 24 frames per second

Animation

Unlimited looping within 15 seconds.

Expandable Launch Panel

The action that causes the panel to expand MUST also cause the panel to retract.

Click open/Click close: The banner can then expand with user click (i.e. call to click); the panel should retract when the user clicks a **clearly marked** CLOSE button (found at the bottom of the expandable launch panel).

Close Button

A clearly distinct close button ("Close X") must be a fixed placement at all times.
The button must be at least 30x30 pixels with Font = 16 pt.

In-Page Video

Video streaming is permitted in the expandable launch panel. There is a 30 second maximum on video stream length. Polite download file size should adhere to In-Page Video maximum of 2.2MB. **Video must include:**
Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)

Audio

Must be user initiated (on click: mute/ un-mute); default state is muted

Format

3rd party tag – Expandable Banner Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Eyeblaster, Eyewonder, Flashtalking)

Best Practices

 For times when the user's browser does not support creative functionality
(i.e. Flash™, HTML5), provide a standard image file the same dimensions of the original (collapsed) ad dimensions

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content.

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Floating Format

File Size

- Max Initial Load File Size: 40KB
- Additional File Weight (Polite Download): 100KB
- Max Dimensions: 400x400 of floating element
- Flash Specifics: 18 frames per second

Animation

The floating element MUST:

- Not cover the websites logo at any time.
- Play for any longer than 15 seconds.

Audio

Audio on the floating element MUST:

Be initiated on user click & end simultaneously or before the ad finishes playing.

Close Button

A clearly distinct close button ("Close X") must be a fixed placement at all times.
The button must be at least 30x30 pixels with Font = 16 pt.

Clicking on the button should close the floating format immediately.

Format

3rd party tag – In-Page Video Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Eyeblaster, Eyewonder, Flashtalking).

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

In-Page Video Format

File Size

- Max Initial Load File Size: 50KB
- Additional File Weight (Polite Download): 2.2MB
- Flash Specifics: 25 frames per second
- WxH: 728x90, 300x250, 120x600

Audio

Must be initiated on user click or mouse-over.

There is a 30 second maximum on audio length (in conjunction with/independent of video streaming).

Video

There is a 30 second maximum on video stream length. The file size should be no larger than 2.2MB. There are no frequency caps & the video can play every time the user sees the video format (it should not automatically loop).

Buttons

There MUST be a clearly visible PLAY, PAUSE, REWIND & VOLUME button. Font = 16 pt.

Format

3rd party tag – In-Page Video Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Eyeblaster, Eyewonder, Flashtalking, ADTECH).

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Peelback Format

Dimensions

- Max Initial WxH: 170x170
- Max Peelback WxH: 940x940

File Size

- Max Initial Load File Size: 40KB
- Additional File Weight (Polite Download): 100KB
- Flash Specifics: 18 frames per second

Animation

Unlimited looping within 15 seconds.

Peelback

User initiated on Click or Roll-Over.

Close Button

A clearly distinct close button ("Close X") must be a fixed placement at all times.
The button must be at least 30x30 pixels with Font = 16 pt.

In-Page Video

Video streaming is permitted in the pushdown launch panel. There is a 30 second maximum on video stream length. The file size should be no larger than 1.2MB.

Format

3rd party tag – Expandable Banner Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Eyeblaster, Eyewonder, Flashtalking)

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.
Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Prestitial Format

File Size

- Max file size: 50KB
- Max Dimensions: 640x480
- File Type: GIF, JPEG or SWF

Animation

Unlimited looping within 15 seconds.

SKIP button

A clearly distinct **SKIP** button will be visible at all times (which will re-direct the user to the websites Homepage).

A separate (non-animated .GIF) file **can be supplied for this** (file size 10kb) with max dimensions of 350x50 pixels and be visibly branded.

NOTE: If not supplied by default 'Click here to go to' text followed by the websites logo will be used. E.g.

Click here to go to **breakingNEWS.ie**

Clicking on the button will close the ad immediately.

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.
Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Pushdown Banner Format

Dimensions

- Max Initial WxH: 970x90
- Max Expandable WxH: 970x415

File Size

- Max Initial Load File Size: 40KB
- Additional File Weight (Polite Download): 100KB
- Flash Specifics: 24 frames per second

Animation

Unlimited looping within 15 seconds.

Pushdown Launch Panel

The pushdown launch panel will automatically expand & **must** retract after 10 seconds.

The banner can then expand with user click (i.e. call to click); the panel should retract when the user clicks a **clearly marked** CLOSE button (found at the bottom of the pushdown launch panel).

Close Button

A clearly distinct close button ("Close X") must be a fixed placement at all times.
The button must be at least 30x30 pixels with Font = 16 pt.

In-Page Video

Video streaming is permitted in the pushdown launch panel. There is a 30 second maximum on video stream length. The file size should be no larger than 2.2MB.

Best Practices

Expanding Pushdown ad units "push" page content down rather than expanding over page content.

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content) and framed within 15 px border width

Format

3rd party tag – Pushdown Banner Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Mediamind, Flashtalking, ADTECH Canvas)

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Sidekick Format

Description

On load, In-page display format delivers with call to action to expand **Sidekick**. Upon user click, the Sidekick loads pushing the page content to the left. Once closed the ad collapses & the page content is pushed back to the right (see example below & [here](#)).

In-page Display

- Dimensions: 300x250 (Additional options include 728x90, 300x600)
- Max Initial Load File Size: 40KB
- Flash Specifics: 24 frames per second
- Unlimited looping within 15 seconds.

The sidekick will load upon user click.

Sidekick

- Dimensions: 900x854
- Max Initial Load File Size: 100KB
- Flash Specifics: 24 frames per second
- Unlimited looping within 15 seconds.

Video

Video streaming is permitted in the **Sidekick**. There is a 30 second maximum on video stream length. The file size should be no larger than **2.2MB**.

Video control: Must contain toggles for Play/Pause and Audio On/Off.
Sound Permitted: Yes. User-initiated on click only (*auto play* in expansion if click to expand).

Close Button

The sidekick should retract when the user clicks a **clearly marked** CLOSE button (found in the top right-hand corner of the sidekick).

A clearly distinct close button ("Close X") must be a fixed placement at all times.
The button must be at least 80x20 pixels with Font = 16 pt.

Format

CPU Usage: Elements containing Flash must not exceed **40%** of a user's CPU.

3rd party tag – Pushdown Banner Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Mediamind, Flashtalking, ADTECH Canvas)

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Standard Banner with Floating Format

Dimensions

- WxH: 300x250 (this can vary depending on the standard format).
- Max Dimensions: 984x600 for Floating Format

File Size

- Max Initial Load File Size: 40KB
- Additional File Weight (Polite Download): 160KB
- Flash Specifics: 24 frames per second

Animation

The floating element MUST:

- Be associated with & float out of the standard format.
- Not cover the websites logo at any time.
- Play for any longer than 15 seconds.

Close Button

A clearly distinct close button ("Close X") must be a fixed placement at all times.
The button must be at least 30x30 pixels with Font = 16 pt.

In-Page Video

Video streaming is permitted in the pushdown launch panel. There is a 30 second maximum on video stream length. The file size should be no larger than 2.2MB.

Video control: Must contain toggles for Play/Pause and Audio On/Off.
Sound Permitted: Yes. User-initiated on click only (*auto play* in expansion if click to expand).

Format

3rd party tag – Pushdown Banner Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Mediamind, Flashtalking, ADTECH Canvas).

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Standard Banner Format

Dimensions

- WxH: 728x90, 300x250, 300x600, 120x600, 160x600 etc.

File Size

- Max Initial Load File Size: 40KB (SWF)

- Back up GIF or JPEG: 25KB

- Additional File Weight for Rich Media (Polite Download): 80KB

- Flash Specifics: 24 frames per second

Animation

Unlimited looping within 15 seconds.

Guidelines

SWF **needs** to be click enabled with no URL embedded.

- **ActionScript 2**

    on(release)
    {
    *   getURL(_root.clickTAG, "_blank");*
    }

- **ActionScript 3**

    ```
    if (root.loaderInfo.parameters["clickTAG"]) {
            var clickTAG:String =
            root.loaderInfo.parameters["clickTAG"];
    }
    click_btn.addEventListener(MouseEvent.MOUSE_UP, getUrlfunction);
    function getUrlfunction(ev:Event = null): void {
            ExternalInterface.call("window.open", clickTAG, "_blank");
    }
    ```

Advertiser **should** always provide the destination URL.

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

For flash files a standard image file should always be provided

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Super Leaderboard Banner Format

Dimensions

- Max WxH: 980x90

File Size

- Max Initial Load File Size: 40KB (SWF)
- Back up GIF or JPEG: 25KB
- Additional File Weight (Polite Download): 100KB
- Flash Specifics: 18 frames per second

Animation

Unlimited looping within 15 seconds.

In-Page Video

Video streaming is permitted in the billboard format. There is a 30 second maximum on video stream length. The file size should be no larger than 2.2MB.

On-load Audio: No sound.

Video control: Must contain toggles for Play/Pause and Audio On/Off.
Sound Permitted: Yes. User-initiated on click only (*auto play* in expansion if click to expand).

CPU Usage: Elements containing Flash must not exceed **40%** of a user's CPU.

Format

3rd party tag – Super Leaderboard Banner Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Mediamind, Flashtalking, ADTECH)

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

iPad Network - Standard Banner Format

Dimensions

- WxH: 728x90, 300x250, 300x600, 120x600, 160x600 etc.

File Size

- Max Initial Load File Size: 40KB

- File Type: GIF or JPEG: 25KB

Please note that flash formats are not accepted for the iPad Network

Advertiser **should** always provide the destination URL.

Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)

iPad Network - Rich Media/HTML5 Formats

These should be served through your chosen third part vendor – for more details on Doubleclick options please go here. For other vendors please contact them directly.

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Mobile Click to Video

Formats

- Standard banner: 300x50 or 320x50 max file size 20kb

- MP4 format video file: frame width 512, max filesize 1.85MB

Tracking

We can accept impression trackers but not a click tracker.

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Mobile Expandable Banner Format

Dimensions

- Max Initial WxH: 300x50, 320x50

- Max Expandable WxH: 320x480

File Size

- Max Initial Load File Size: 20KB

- Max Initial Expandable: 40KB

Expandable Launch Panel

The action that causes the panel to expand MUST also cause the panel to retract.

Click open/Click close: The banner can then expand with user click (i.e. call to click); the panel should retract when the user clicks a **clearly marked** CLOSE button (found at either the top or bottom of the expandable launch panel).

Close Button

A clearly distinct close button ("Close X") must be a fixed placement at all times.

In-Page Video

Video streaming is permitted in the expandable launch panel. There is a 30 second maximum on video stream length. Polite download file size should adhere to In-Page Video maximum of 2.2MB.

Format

3rd party tag – Expandable Banner Format to be hosted by an approved Rich Media Vendor (e.g. Doubleclick, Eyeblaster, Eyewonder, Flashtalking). **Also available for build in AdTech Canvas & Celtra please contact your account manager for more details.**

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Mobile Interstitial Format

File Size

- Max file size: 20KB – please note that we recommend that the file weight be kept as light at possible.
- Max Dimensions: 320x480
- File Type: GIF, or JPEG

Animation

No animation allowed, must be static

SKIP button

A clearly distinct **SKIP** button will be visible at all times (which will re-direct the user to the websites Homepage).

Click Through

There is no click through on interstitial and creative should not have a call to action on it.

Tracking

Please note that we cannot accept impression tracking on any of Entertainment.ie's apps.

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.
Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Mobile Network

Dimensions

- WxH: 320x50, 300x50

File Size & Type

- Jpeg, gif & png accepted
- Rich Media accepted
- Max Initial File Size: (Initial Load) 20KB (*Polite Load) 50kb
- Third Party tags accepted.

Please note that file sizes are lower than display due to poor load on some users devices, large file sizes can take longer to load which causes latency and discrepancy issues.

Tracking:

Impression and click trackers accepted

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Mobile Performance Network (CPC)

Dimensions

- WxH: 320x50, 300x50

File Size & Type

- Jpeg, gif & png accepted
- Max File Size: 20KB
- NO Rich Media accepted
- Third Party tags accepted
- Impression and click trackers accepted

Please note that we have a minimum spend of €100 per day per operating system

Submission Guidelines

Ad must adhere to the specifications outlined above. Elements not meeting specifications will be returned for revision. Please be aware that this may delay the launch date.

Ads should be supplied **2 working days** prior to launch date to your Account Manager or direct to the Electric Media Ad Operations team (ads@electricmedia.ie).

Mobile - Standard Banner Format

Dimensions

- WxH: 320x50, 300x50, 216x36

File Size & Type

- Max Initial File Size: 20KB
- Jpeg, gif & png accepted

Response Mechanisms

Tap to Call
Click to Calendar (N.B doesn't work on Android)
Tap to Apps
Tap to Buy

Tracking:

Click trackers can be implemented across all apps & mobile sites, we cannot accept impression trackers on MyHome at the moment

ELECTRIC MEDIA

YAPPY
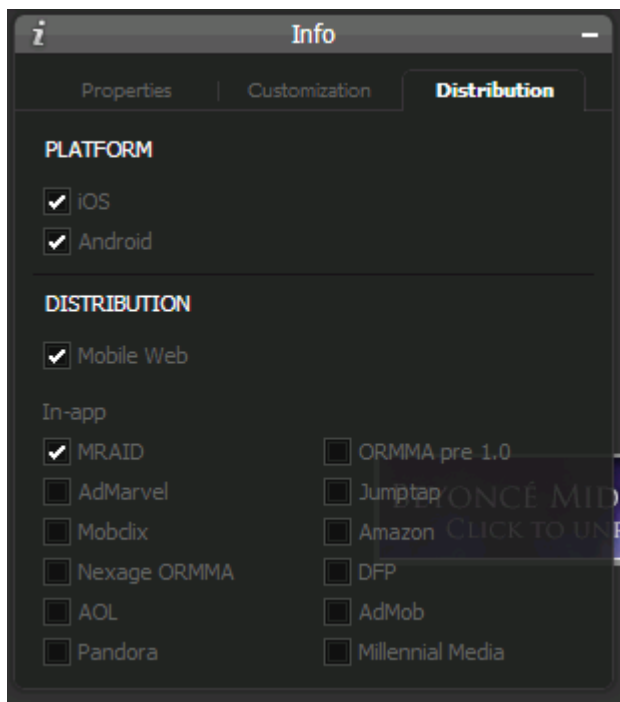### SMART MOBILE ADVERTISING

Celtra AdCreator 3

We need Rich Media Ads to be MRAID allowed within the 'Info Table > Distribution Tab' for trafficking onto Apps. Mobile Only Allows for m.sites.

This can be done in two ways:

1. The Builder can simple go into the banner build
   - ✓ Navigate to Info Tab
   - ✓ Navigate to Distribution Tab
     - o Distribution > Select 'Mobile Web' and In-app 'MRAID'

2. Yappy can create a campaign in Yappy for the campaign and set up the Ad Builders Address with permission to build, The Ad Builder can copy the ad from their AdCreator account to the new campaign in the Yappy AdCreator 3 account. Yappy can then traffic from there as normal.
You will be able to login as required to tweak/update the creative if necessary [users can switch between the their account and Yappy account by clicking the down arrow next to their name in AdCreator].

More info on ad functionality and build can be found at:

http://www.celtra.com/adcreator/ads

For setting up a new account agencies can contact:
jonathan@celtra.com