

Creative specifications

Non-expandable creatives

Name	Size (px)	Filesize (max)	NS hosted gif/jpeg
Banner	468x60	30k	Send image file and clickthrough url
Super banner	728x90	40k	
Skyscraper/tower	120x600	30k	NS hosted rich media (flash)
MPU (mid-page-unit)	300x250	40k	Send swf flash file, backup gif/jpeg and clickthrough url

Third party hosted

We accept iFrame or Javascript code from all ad serving platforms

General creative guidelines

Any sound must be user click activated.

There are no time or looping restrictions for rich media adverts.

Flash video is allowed.

Expandable creatives

Name	Initial size (px)	Expanded size (px)	Initial filesize (max)
Banner	468x60	468x300	50k
Super banner (Leaderboard)	728x90	728x300	50k
Skyscraper/tower	120x600	350x600	50k
MPU	300x250	500x500	50k

Hosting

We serve ads through an iframe so require iframe-busting code to allow the ad to expand.

You either need to use Eyeblander to host the creative or need to provide complete code

(and implementation instructions) for the New Statesman to host the creative.

Expandable creative guidelines

Expansion must occur through Click or Rollover only.

Creative must contract on roll-off.

The ad needs to have a close button.

Page must be restored to normal after banner contraction.

Sound should be off at the start of the ad.

For expandable adverts we require delivery of the advert 24 hours in advance of going live to properly test the advert.

Contacts

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