Technical specifications

LEADERBOARD
Mobile: 320 x 50px | **Tablet:** 468 x 60px | **Desktop:** 728 x 90px

BILLBOARD
Standard: 970 x 250px

MPU
Standard: 300 x 250px | **Double:** 300 x 600px

OVERLAYS
See the all site specifications section.

SITE SKINS
- Must be supplied as a single graphic – RGB .JPEG
- Total scale of artwork should account for screen sizes of up to 1920 x 1280px EXCEPT The Press and Journal which is 1920 x 1080px
- No more than 1mb in file size
- Artwork should contain a central blank panel that is 1020px in width
- Recommended width for your sales message should be no more than 130px wide either side of the blank area
- Maximum recommended depth for sales message is 760px

*Please note: site skins are only available to run for 7 days per campaign.*
Site skins are not viewable on tablet or mobile devices.

For any further technical queries please contact Richard Murray.
Email: richard.murray@ajl.co.uk or call: 01224 343261 (Mon,Tue,Fri) / 01382 575310 (Wed,Thu).

For digital sales queries please contact Mike Dee.
Email: Mike.Dee@ajl.co.uk or call: 01224 343305 / mobile: 07785 614220.

DCT digital

ENERGY VOICE
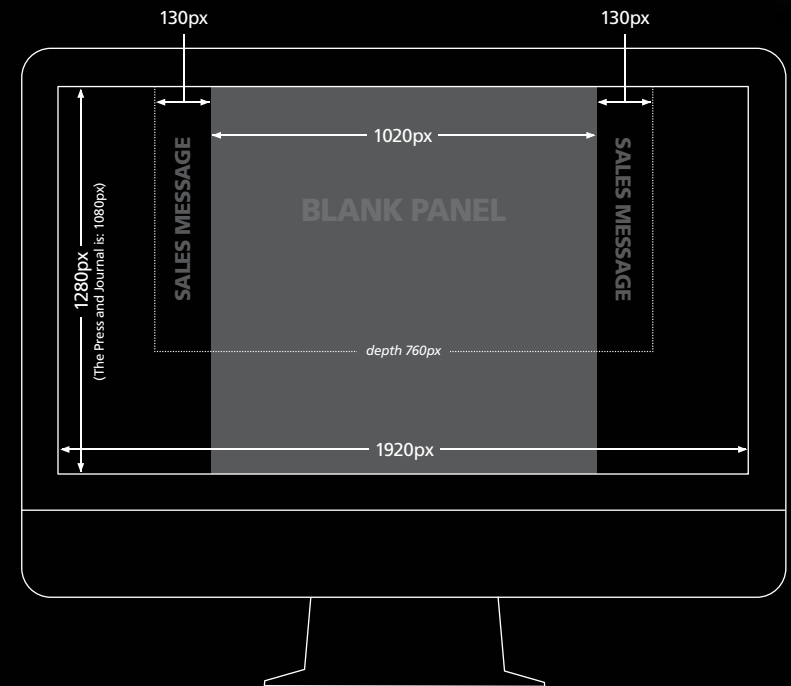
Technical specifications

LEADERBOARD
Desktop & Mobile: 728 x 90px

BILLBOARD
Standard: 970 x 250px

MPU
Desktop & Mobile: 300 x 250px | **Double:** 300 x 600px

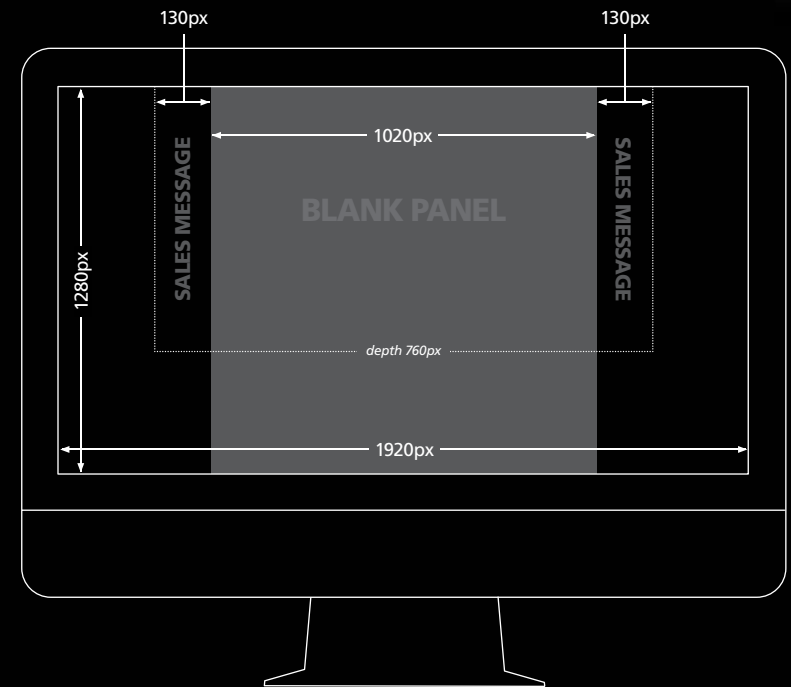## OVERLAYS
See the all site specifications section.

SITE SKINS
- Must be supplied as a single graphic – RGB .JPEG
- Total scale of artwork should account for screen sizes of up to 1920 x 1280px
- No more than 1MB in file size
- Artwork should contain a central blank panel that is 1020px in width
- Recommended width for your sales message should be no more than 130px wide either side of the blank area
- Maximum recommended depth for sales message is 760px

Please note: Site skins are not viewable on tablet or mobile devices.

NEWSLETTER ADVERTISING
The current template accommodates a 300 x 250px leaderboard advert which is delivered to over 10,000 subscribers on a Monday and Thursday.

Full reporting via the Adestra reporting system is available.

130px   130px

SALES MESSAGE   1020px   SALES MESSAGE

BLANK PANEL

1280px

depth 760px

1920px

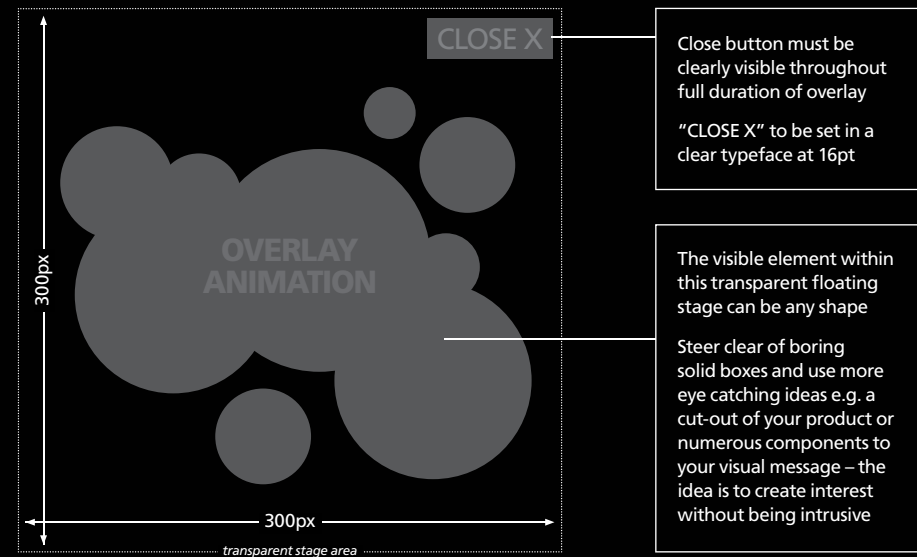DCT digital

Technical specifications – all sites

OVERLAYS

The key concept to grasp for an overlay is the floating stage – a transparent rectangular area in which the visible elements of the event can roam around freely.

They can be supplied to us as third-party tags, Flash / rich media or more traditional graphic formats. They should have a maximum frequency of 1 impression per unique user per 24 hours.

The total combined area of these visible elements should be less than 90,000 (300 × 300) square pixels – by giving a variable visible size, your creativity is not constrained by any set ad shape.

- Creative should be supplied as a Flash .SWF – Flash version 9 or greater
- 40KB maximum initial file size, up to 40KB additional polite load
- The movie and all associated elements can animate for a maximum of 15 seconds, after which the unit should pause for 5 seconds at the final frame.
- The animation should have a maximum frame rate of no more than 20 frames per second
- The animation should not loop
- Audio must be muted at outset
- A close button must be included (16pt typeface: "Close X") and be available from the beginning of any animation and clearly visible throughout.

CLOSE X

300px

300px

OVERLAY
ANIMATION

transparent stage area

Close button must be clearly visible throughout full duration of overlay

"CLOSE X" to be set in a clear typeface at 16pt

The visible element within this transparent floating stage can be any shape

Steer clear of boring solid boxes and use more eye catching ideas e.g. a cut-out of your product or numerous components to your visual message – the idea is to create interest without being intrusive

DCT
digital

Technical specifications – all sites

ARTWORK

Maximum file size should not exceed 99KB. All artwork should be supplied with a fall back (.GIF) images for mobile and tablet devices.
All Flash files should include a clickTAG – see below.

For more information visit: www.flashclicktag.com

ACTIONSCRIPT 3 (AS3) CODING FOR BUTTON (CS5)

With Flash Player 9 and higher, ActionScript 3 (AS3) has been introduced.
In this advanced scripting environment the getURL method was replaced with navigateToURL object. If using this format please ensure the creative is for Flash Player 9 and above. Copyable code for this format:

```
function myClickTag(event:MouseEvent):void {
        navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTAG), ''_blank'');
}
myBtn.addEventListener(MouseEvent.CLICK, myClickTag);
```
AS3 clickTAG

ACTIONSCRIPT 2 (AS2) CODING FOR BUTTON – PREFERRED FORMAT (CS5)

Do not embed a click-through URL when using ActionScript 2 coding.

To ensure that your creative .SWF is clickable and that clicks are accurately recorded in DoubleClick, a copyable version of this clickTAG is shown below:

```
on (release) {
        getURL(_level0.clickTAG, ''_blank'');
}
```
AS2 clickTAG

TURNAROUND TIMESCALES

5 working days – from receipt of complete copy / tags to making the advert live. During this time we will test the creative to make sure it behaves as expected.

IMPORTANT

If the creative is not to specification, your advert may not go live on the required date.

TEMPLATES

We can provide a blank creative .SWF template with ActionScript 2.0 coding (button) enabled if required.

DCT digital