Oz Comic-Con Banner Ads Guide/Directions

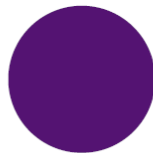**Colours**

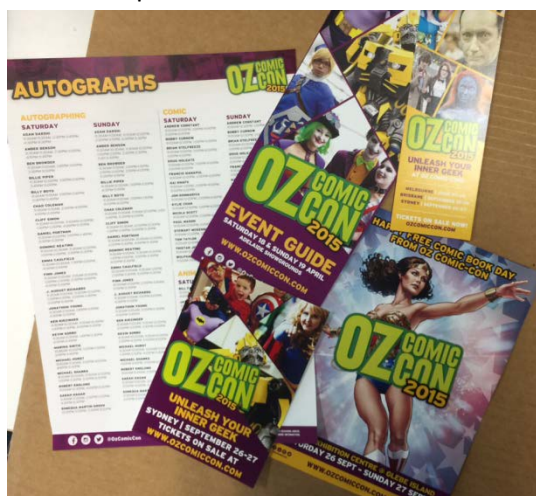|	
R: 150 **G:** 210 **B:** 17	**R:** 150 **G:** 210 **B:** 17
R: 191 **G:** 229 **B:** 68	**R:** 84 **G:** 19 **B:** 114
R: 236 **G:** 185 **B:** 49	**R:** 0 **G:** 0 **B:** 0

Show Logo

Font:

- Interstate Black, or similar

Examples for Design Direction

- Web design: http://www.ozcomiccon.com/exhibiting/exhibitor-marketing/melbourne-exhibitor-marketing/
- Print examples:

Specs – 13 sizes, animated .gifs or flash accepted

DISPLAY

Below are the specifications required for creative, along with their respective policies. Three overarching points to be remembered as a basic rule of thumb are:

1. Creative animation must me a maximum of 30 seconds in length after which it must come to a stop (every aspect of the animation).
2. Creative must click through correctly (hence having the clickTAG correctly built as per specs).
3. There must be 1x1 non-white, contrasting pixel border on each creative to avoid it violating the click to trick policy.

Also for creative which are 3rd Party Ad served, please refer to your ad server technical specifications whilst keeping with content policies as below and with the above points.

Technical Requirements

Non-animated image ads

File type	• .JPEG • .JPG • .GIF
File size	• 50 KB or smaller recommended
Image size	• Vertical rectangle: 240 x 400 • Banner: 468 x 60 • Leaderboard: 728 x 90 • Square: 250 x 250 • Small square: 200 x 200 • Large rectangle: 336 x 280 • Inline rectangle: 300 x 250 • Skyscraper: 120 x 600 • Wide skyscraper: 160 x 600 • Half-page: 300 x 600 • Large leaderboard: 970 x 90 • Large mobile banner: 320 x 100 • Billboard: 970 x 250

Animated image ads

File type	• .GIF
File size	• 50 KB or smaller recommended
Image size	• Banner: 468 x 60 • Leaderboard: 728 x 90 • Square: 250 x 250 • Small square: 200 x 200 • Large rectangle: 336 x 280 • Inline rectangle: 300 x 250 • Skyscraper: 120 x 600 • Wide skyscraper: 160 x 600 • Half-page: 300 x 600 • Large leaderboard: 970 x 90 • Large mobile banner: 320 x 100 • Billboard: 970 x 250
Animation length and speed	• Animation length must be 30 seconds or shorter. • Animations can be looped, but the animations must stop after 30 seconds. • Animated GIF ads must be 5 fps or slower.

Flash ads

File type	• .SWF (Flash)
File size	• 50 KB or smaller recommended
Image size	• Banner: 468 x 60 • Leaderboard: 728 x 90 • Square: 250 x 250 • Small square: 200 x 200 • Large rectangle: 336 x 280 • Inline rectangle: 300 x 250 • Skyscraper: 120 x 600 • Wide skyscraper: 160 x 600 • Half-page: 300 x 600 • Large leaderboard: 970x90 • Large mobile banner: 320 x 100 • Billboard: 970 x 250
Animation length and speed	• Animation length must be 30 seconds or shorter.

	• Animations can be looped, but the animations must stop after 30 seconds.
	• Flash ads must be 20 fps or slower.
Flash version	*Important* Currently we recommend only Adobe Flash Player versions 10 to 10.1. If your ad uses any other version (such as 10.2), can cause Flash ads not to work in some cases.

clickTAG

Flash ads that don't support the clickTAG variable, are not allowed. The clickTAG is the tracking code assigned to an individual ad. It allows Platforms to register where the ad was displayed when it was clicked and helps advertisers determine the effectiveness of their campaign.

- On any click, Flash ads should redirect to the URL specified in the clickTAG argument; there should be no other redirection in between.
- The variable name must be spelled "clickTAG" (upper-case TAG; no space between click and TAG) and not "click tag," "Click Tag," or any other form.

CLICKTAG PARAMETER CODE FOR ACTIONSCRIPT 2:

```
on (release) {
    if (clickTAG.substr(0,5) == "http:") {
    getURL(clickTAG, "_blank");
    }
}
```

CLICKTAG PARAMETER CODE FOR ACTIONSCRIPT 3:

```
import flash.events.MouseEvent;
import flash.net.URLRequest;
// ......
someButton_or_displayObject_to_receive_mouseClick.addEventListener(
    MouseEvent.Click
    function(event: MouseEvent) : void {
    flash.net.navigateToURL(new URLRequest( root.loaderInfo.parameters.clickTAG),
    "_blank");
    }
);
```

Replace someButton_or_displayObject_to_receive_mouseClick with the actual name of button that will receive the click.

Note that it's not necessary to specify the Destination URL for the ad anywhere in this code; this is taken care of through the usage of clickTAG. Also, depending on the structure of your Flash ad, it may be necessary to prepend "_root." or "_level0." to "clickTAG" above, resulting in "_root.clickTAG" or "_level0.clickTAG". It is strongly recommended that you use the following flash validator to confirm before sending Sparc Media the creative, https://flashval-temp.appspot.com/validator/

Code Behaviour Constraints

The following coded behaviours are restricted:

- **Extra calls:** Ad code cannot make external server calls for additional JavaScript or other functionality. All functionality must be localised to the code itself.
- **Tracking bypass:** Ad behaviour cannot be changed to avoid or eliminate the AdWords redirect URL.
- **Destination changes:** Ads should direct users to a web page with the appropriate Destination URL. It should not open the Destination URL within the ad iFrame itself.
- **Integrated audio:** Ads may contain user-initiated audio only.
- **Cursor behaviour:** Ads may affect or change a user's mouse cursor (arrow) within the parameters of the ad, but the user should be able to stop this interaction if its non-user initiated or it should auto-stop after 5 seconds.
- **Random numbers:** Ads may not include code that generates or uses random numbers.
- **Other disruptive behaviour:** Ads may not be designed or coded to circumvent the basic and usual flow. This includes (but is not limited to) the ad being displayed normally to users, Platforms/Exchanges registering the impression, and a click directing the user to the destination URL indicated by the advertiser in their AdWords account.