

MEDIA CORP

ChannelNewsAsia.com
Digital Technical Specs
(Online)

ONLINE BANNERS

Leaderboard (LDB): 728 (w) x 90 (h)

Interactive Media Unit (IMU): 300 (w) x 250 (h)

Super Leaderboard (SLDB): 970 (w) x 90 (h)

Overlay Banner: 1024 (w) x 768 (h)

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

Leaderboard (LDB) 728x90

	Standard	Expandable	Expandable with Video
Flash/GIF/JPG File Size	40 kb (728x90)	40 kb (728x90) 80 kb (728x250)	40 kb (728x90) 80 kb (728x250)
Expansion Direction	Not Applicable	Downwards	Downwards
Video File Size	Not Applicable	Not Applicable	Maximum 2MB
Flash Animation Duration	Maximum 15 seconds	Maximum 15 seconds	Maximum 15 seconds
Video Duration	Not Applicable	Not Applicable	Maximum 30 seconds
Video buttons implemented on creative	Not Applicable	Not Applicable	Play, Pause, Stop & Sound On / Off
Audio	Not Applicable	Not Applicable	Muted by default Available on user click Mute button is required
Submission Deadline	5 working days prior to launch	7 working days prior to launch	7 working days prior to launch
Files to submit	SWF (728x90) GIF/JPG (728x90) or 3 rd Party Tags (DFP compatible)	3 rd Party Tags (DFP compatible)	3 rd Party Tags (DFP compatible)

Interactive Media Unit (IMU) 300x250

	Standard	Expandable	Expandable with Video	IMU Video
Flash/GIF/JPG File Size	40 kb (300x250)	40 kb (300x250) 80 kb (500x300)	40 kb (300x250) 80 kb (500x300)	40 kb (300x250)
Expansion Direction	Not Applicable	Left & Upwards	Left & Upwards	Not Applicable
Video File Size	Not Applicable	Not Applicable	Maximum 2MB	Maximum 2MB
Flash Animation Duration	Maximum 15 seconds	Maximum 15 seconds	Maximum 15 seconds	Maximum 15 seconds
Video Duration	Not Applicable	Not Applicable	Maximum 30 seconds	Maximum 30 seconds
Video buttons implemented on creative	Not Applicable	Not Applicable	Play, Pause, Stop & Sound On / Off	Play, Pause, Stop & Sound On / Off
Audio	Not Applicable	Not Applicable	Muted by default Available on user click Mute button is required	Muted by default Available on user click Mute button is required
Submission Deadline	5 working days prior to launch	7 working days prior to launch	7 working days prior to launch	7 working days prior to launch
Files to submit	SWF (300x250) GIF/JPG (300x250) or 3 rd Party Tags (DFP compatible)	3 rd Party Tags (DFP compatible)	3 rd Party Tags (DFP compatible)	3 rd Party Tags (DFP compatible)

Super Leaderboard (SLDB) 970x90

	Standard
Flash/GIF/JPG File Size	40 kb (970x90)
Expansion Direction	Not Applicable
Video File Size	Not Applicable
Flash Animation Duration	Maximum 15 seconds
Video Duration	Not Applicable
Video buttons implemented on submitted creative	Not Applicable
Audio	Not Applicable
Submission Deadline	5 working days prior to launch
Files to submit	SWF (970x90) GIF/JPG (970x90) or 3 rd Party Tags (DFP compatible)

Overlay Banner 1024x768

	Expandable (Leaderboard base)	Expandable with Video (Leaderboard base)	Expandable (IMU base)	Expandable with Video (IMU base)
Flash/GIF/JPG File Size	40 kb (728x90) 100 kb (1024x768)	40 kb (728x90) 100 kb (1024x768)	40 kb (300x250) 100 kb (1024x768)	40 kb (300x250) 100 kb (1024x768)
Expansion Direction	Downwards	Downwards	Left & Upwards	Left & Upwards
Video File Size	Not Applicable	Maximum 2MB	Not Applicable	Maximum 2MB
Flash Animation Duration	Maximum 15 seconds	Maximum 15 seconds	Maximum 15 seconds	Maximum 15 seconds
Video Duration	Not Applicable	Maximum 30 seconds	Not Applicable	Maximum 30 seconds
Video buttons implemented on creative	Not Applicable	Play, Pause, Stop & Sound On / Off	Not Applicable	Play, Pause, Stop & Sound On / Off
Audio	Not Applicable	Muted by default Available on user click Mute button is required	Not Applicable	Muted by default Available on user click Mute button is required
Submission Deadline	10 working days prior to launch	10 working days prior to launch	10 working days prior to launch	10 working days prior to launch
Files to submit	3 rd Party Tags (DFP compatible)	3 rd Party Tags (DFP compatible)	3 rd Party Tags (DFP compatible)	3 rd Party Tags (DFP compatible)

Additional Notes

- Flash version must be exported in min. version 6 to max. version 10.
- Frame rate may not exceed 24 frames per sec. The recommended setting is between 18 – 24 frames per sec.
- A border of 1 pixel width must be added to both flash and GIF/JPG files to distinguish the creative from the website content. Recommended colour is black (#000000).
- All Flash (swf) banners must be embedded with click-tag:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```
- Ad must click-through to a landing page in a new window.
- Animation must stop at 15 secs or less; however looping can be unlimited within 15 secs.
- Replay of animation must be user-initiated.
- Audio (if any) must be user-initiated and mute by default.
- Audio insertion into Flash (swf) banners must be from second frame onwards.
- Video loads automatically and replays must be user-initiated.
- Expanded panel must feature a Close button which closes the panel when clicked.
- Expanded panel can be triggered on mouse-click or mouse-over. However trigger action must be the same for both expansion and collapse.
- * Special note: Trigger action for the expanded panel for Overlay banner MUST be mouse-click only.
- Any Close or Replay button must be prominently displayed.
- 3rd party tags must be DFP compatible (common vendors: DoubleClick Rich Media, Mediamind)
- 3rd party tags must incorporate iframe-buster scripting in the codes.
- 3rd party tags must be live at the time of creative submission to enable thorough testing prior to launch.

Sample Execution: LDB & IMU

The image shows a screenshot of the Channel NewsAsia website interface. The top navigation bar includes the Channel NewsAsia logo, 'NEWS', 'TV', and 'WATCH LIVE' buttons, along with the date 'Fri, Nov 15 2013'. A secondary navigation bar lists various news categories: ASIA PACIFIC, SINGAPORE, WORLD, BUSINESS, SPORT, ENTERTAINMENT, TECHNOLOGY, HEALTH, LIFESTYLE, VIDEOS, WEATHER, and MORE. A search bar and social media links are also present.

Annotations on the page indicate dimensions for different content blocks:

- A blue dashed box at the top center is labeled "Standard LDB: 728x90".
- A teal dashed box below it is labeled "Expanded panel: 728x250", with a downward-pointing arrow indicating its vertical expansion from the standard LDB.
- A teal dashed box on the right side is labeled "Expanded panel: 500x300", with an arrow pointing to a light blue area below it.
- A light blue area at the bottom right is labeled "Standard IMU: 300x250".

The main content area features a "BUSINESS" section with a large image of a stock exchange floor. Below it, there are news snippets such as "Barclays bank to cut 1,700 jobs in Britain" and "Fraudster jailed over New Zealand's biggest Ponzi scheme". A "News In Pictures" section at the bottom shows images related to Typhoon Haiyan and US President Barack Obama.

Sample Execution: SLDB

The screenshot displays the Channel NewsAsia website interface. At the top, the navigation bar includes the Channel NewsAsia logo, menu items (NEWS, TV, WATCH LIVE), the date (Fri, Nov 15 2013), and user options (SIGN IN, My Playlist). Below the navigation bar is a search bar and social media links. The main content area features a large blue box labeled "Standard SLDB: 970x90". To the left is a sidebar with a "FEATURED" section and a list of categories (ASIA PACIFIC, SINGAPORE, WORLD, BUSINESS, SPORT, ENTERTAINMENT, TECHNOLOGY, HEALTH, LIFESTYLE, VIDEOS). The main content area is divided into sections: "TOP BUSINESS STORIES" with a featured article "US stocks hit new records on Fed Reserve comments" (8 hours ago), and a list of three other business news items: "Spain to make clean exit from bank bailout in January" (10 hours ago), "Barclays bank to cut 1,700 jobs in Britain" (10 hours ago), and "Fraudster jailed over New Zealand's biggest Ponzi scheme" (4 hours ago). To the right is a "Special Reports" section with a "Red Cross Haiyan Relief" banner and a "Latest News" section with a refresh button and a list of five news items with timestamps and categories. At the bottom, there is a "News In Pictures" section with a day selector (MONDAY to SUNDAY) and three image thumbnails with captions: "People commute along a flooded street on the outskirts of Tarlahean, on the eastern island of", "Typhoon Haiyan survivors ride motorbikes through the ruins of the destroyed town of", and "US President Barack Obama speaks on the Affordable Care Act at the White House, Obama". A large blue box labeled "Standard IMU: 300x250" is positioned in the bottom right corner of the page.

Sample Execution: Overlay Banner (Leaderboard base)

The image shows a screenshot of the Channel NewsAsia website. At the top, there is a navigation bar with the Channel NewsAsia logo, 'NEWS TV WATCH LIVE', and the date 'Fri, Nov 15 2013'. Below this is a secondary navigation bar with categories like 'ASIA PACIFIC', 'SINGAPORE', 'WORLD', 'BUSINESS', 'SPORT', 'ENTERTAINMENT', 'TECHNOLOGY', 'HEALTH', 'LIFESTYLE', 'VIDEOS', 'WEATHER', and 'MORE'. A search bar and social media icons are also present.

The main content area is divided into several sections. A large teal-colored area is overlaid on the page, with a blue dashed box at the top labeled 'Standard LDB: 728x90'. A blue arrow points downwards from this box to a larger teal area labeled 'Expanded panel: 1024x768'. Below this expanded panel, there are three small image thumbnails with captions: 'People commute along a flooded street on the outskirts of Tarlhan, on the eastern island of...', 'Typhoon Haiyan survivors ride motorbikes through the ruins of the destroyed town of...', and 'US President Barack Obama speaks on the Affordable Care Act at the White House. Obama...'. To the right of the main content area, there is a sidebar with sections for 'Special Reports' (including 'Singapore Parliament special report'), 'Red Cross Haiyan Relief' (with a 'MORE INFO >' link), and 'Latest News' (with a 'Latest News refreshed just now' indicator). Below the 'Latest News' section, there are four news items with timestamps and titles: '13:54 LIFESTYLE Climbers urged to resist lure of Australia's Uluru', '13:38 SINGAPORE Judgement reserved in lawyer's appeal for access to suspected hacker', '13:23 SINGAPORE MedShield Life Review Committee to submit suggestions within 6 months', and '13:18 ASIA PACIFIC US carrier steps up Philippines relief operation'. At the bottom right of the sidebar, there is a blue box labeled 'Standard IMU: 300x250'.

Sample Execution: Overlay Banner (IMU base)

The image shows a screenshot of the Channel NewsAsia website interface. The top navigation bar includes the Channel NewsAsia logo, 'NEWS', 'TV', and 'WATCH LIVE' buttons, along with the date 'Fri, Nov 15 2013'. A secondary navigation bar lists various news categories: ASIA PACIFIC, SINGAPORE, WORLD, BUSINESS, SPORT, ENTERTAINMENT, TECHNOLOGY, HEALTH, LIFESTYLE, VIDEOS, WEATHER, and MORE. The main content area features a 'Standard LDB: 728x90' banner at the top. Below it, there is a 'FEATURED' section with a 'TOP BUSINESS STORIES' article titled 'US stocks hit new record' with a sub-headline 'comments'. The article includes a video player showing a person in a trading room. Below the article is a 'News In Pictures' section with a photo of a flooded street. A large teal 'Expanded panel: 1024x768' is overlaid on the right side of the page, with a blue arrow pointing from its bottom-right corner to a smaller light blue 'Standard IMU: 300x250' box located in the bottom right corner of the expanded panel area.

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Thank you!