MEDIACORP

ChannelNewsAsia.com Digital Technical Specs (Online)

ONLINE BANNERS

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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)
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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

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	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)

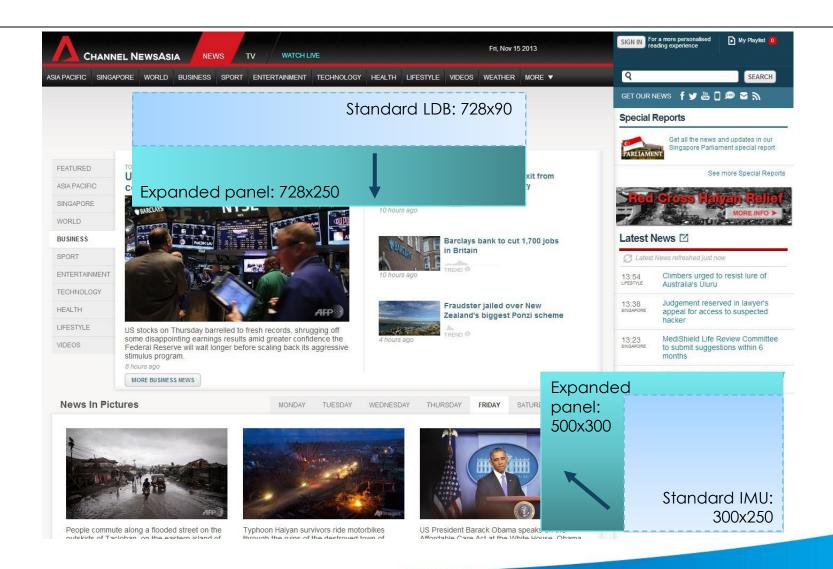
Additional Notes

- 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:

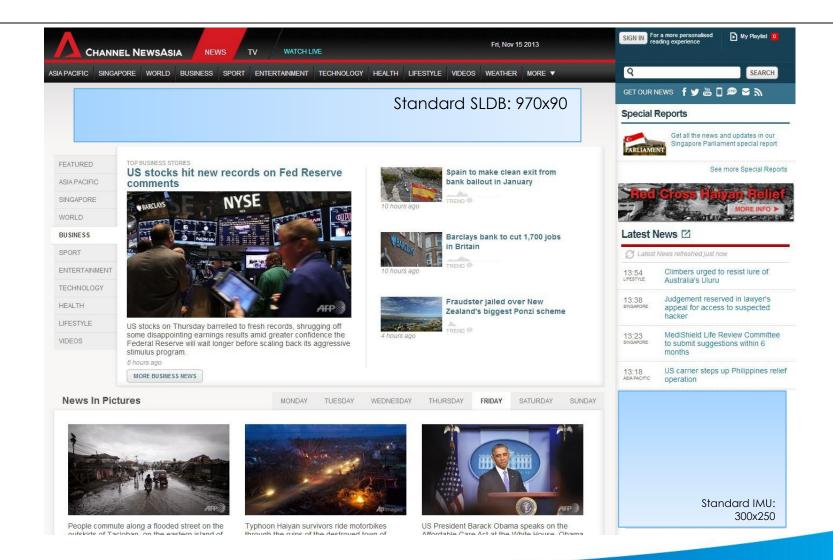
```
on (release) {
getURL (_level0.clickTag, "_blank");
}
```

- 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.

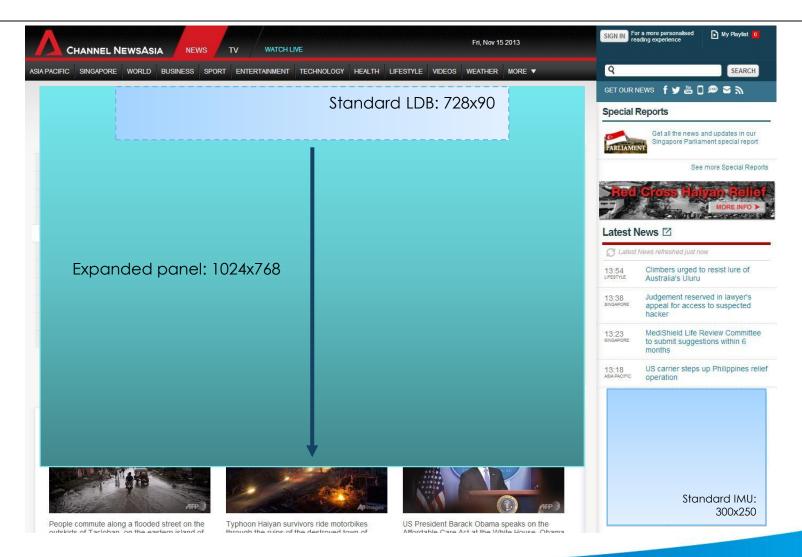
Sample Execution: LDB & IMU



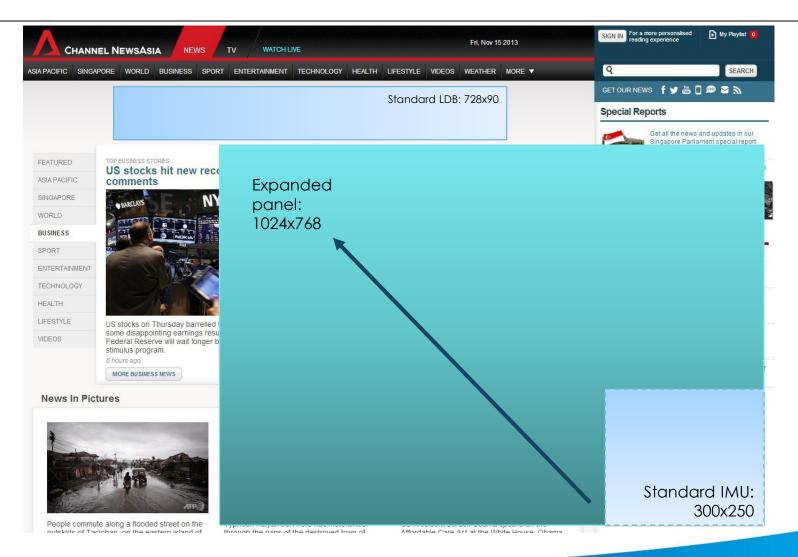
Sample Execution: SLDB



Sample Execution: Overlay Banner (Leaderboard base)



Sample Execution: Overlay Banner (IMU base)



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Thank you!