

Website Advertising Specs

- Size options:**
- Large Banner: 760px wide by 120px high
Position- top of the page
 - Skyscraper: 160px wide by 600px high
Position – right side of page

Content Specification:

- File types accepted: GIFs/JPGs, Flash and HTML.
- Animation allowed: Yes.
- Maximum file sizes: HTML code must be less than 3Kb. Two (2) images maximum; total file size of images must be less than 20k. Flash animations shall be less than 30Kb.

HTML Creative:

- All images must be referenced locally (not served from external servers.)
- HTML forms must use the "GET" form action (not "POST")
- Click-throughs must be targeted to a new window ("_blank")

Flash Creative:

- An alternative GIF or JPG must be supplied to serve to users who do not have the Flash plug-in.
- The "ClickTAG" must be used in order to track click-throughs. (Hard-coded URLs must not be used.)
ClickTag: on (release) {
 getURL(_level0.clickTAG,"_blank");
}
Note: have to tick the expression box
- Click-through URL must be supplied. Click-throughs must be targeted to a new window ("_blank")
- Flash must not contain any non-user-initiated audio.
- Up to 4 additional streams may load upon User Click. Each additional stream may not exceed 60K.

Help:

If you have any questions please send them through to nicola.lang@nzx.com

- **To insert click throughs into a Macromedia Flash banner:**
http://www.adobe.com/resources/richmedia/tracking/designers_guide/
- **Click tag validator site**
<http://gts.dartmotif.com/validator/>

All creative will be reviewed and approved by NZX Agri Ltd prior to acceptance.

All creative must be sent to Nicola at nicola.lang@nzx.com not directly to our website developer.