



# ONLINE ADVERTISING SPECIFICATIONS

(Update: September 2016)

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### IMPORTANT:

- This is a supplementary document to media kits for individual brands which shows examples of the AD formats.
- Please ensure that all the specifications are met and delivered within specified timelines. Ads that do not meet all our specifications will be rejected and this could affect the launch date of the campaign. Any postpone campaign caused by materials delay is not compensated.
- Haymarket reserves the right to reject, modify or remove any advertisement in its sole discretion.
- If you have any further questions regarding how to set your campaign live, please contact your sales representative or Advertising Operation team (onlinead@haymarketasia.com).

## Standard Format

Ad Type	Sites available	Dimension (w x h)	Maximum size	Animation	Serving format options
<b>Leaderboard</b>	- Campaign Networks* - PRWeek - CEI - AsianInvestor - FinanceAsia - Corporate Treasurer	728 x 90	40 KB	Animation is accepted  (Max. 15 seconds is suggested)	<ol style="list-style-type: none"> <li>1. Image (JPG/GIF) with landing URL</li> <li>2. Third Party Tag</li> <li>3. DoubleClick Tag</li> </ol> <p><b>If the above is not possible, Haymarket can host the banner. However, additional costs will apply **</b></p>
<b>Masterhead</b>	- Campaign Networks*	970 x 250			
<b>MPU</b>	- Campaign Networks* - PRWeek - CEI - AsianInvestor - FinanceAsia - Corporate Treasurer	300 x 250			
<b>Half page MPU</b>	- Campaign Networks* - AsianInvestor - FinanceAsia - Corporate Treasurer	300 x 600			
Companion position available to:					
- Leaderboard and MPU					
- Leaderboard and Half page MPU					

\* Campaign Networks include Campaign Asia, Campaign China (Chinese), Campaign Japan (Japanese) and Campaign India websites.

\*\* Hosting Cost reference:

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

Please contact Advertising Operation team [onlinead@haymarketasia.com](mailto:onlinead@haymarketasia.com) for more information and 3<sup>rd</sup> party AD server agency recommendation.

Ad Type	Sites available	Dimension (w x h)	Maximum size	Animation	Serving format options
<b>Button</b>	- CEI - AsianInvestor - FinanceAsia	300 x 80	40 KB	Animation is accepted  (Max. 15 seconds is suggested)	<b>1. Image (JPG/GIF) with landing URL</b> <b>2. Third Party Tag</b> <b>3. DoubleClick Tag</b> <b>If the above is not possible, Haymarket can host the banner. However, additional costs will apply **</b>
<b>Topbanner</b>	- Campaign Asia - Campaign China - CEI - AsianInvestor - FinanceAsia - Corporate Treasurer	1000 x 100			
<b>Middle Banner</b>	- AsianInvestor	660 x 87			
	- FinanceAsia	468 x 75			
<b>Bottom Banner</b>	- AsianInvestor	660 x 87			
<b>Article text box</b>	- AsianInvestor - FinanceAsia	Ad Box: 440x150		Not supported	Image with texts (Max. 3 rows, 180 characters/20wds) and landing URL
		Image: 100x100			

**\*\* Hosting Cost reference:**

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**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

Please contact Advertising Operation team [onlinead@haymarketasia.com](mailto:onlinead@haymarketasia.com) for more information and 3<sup>rd</sup> party AD server agency recommendation.

## Email Sponsorship

Ad Type	Sites available	Dimension (w x h)	Maximum size	Animation	Serving format options
<b>Top Leaderboard</b>	- Campaign Networks* - CEI Weekly - AsianInvestor - FinanceAsia - Corporate Treasurer	620 x 75	40 KB	<b>GIF animation</b> is accepted but not recommended due to Office Outlook only displaying the first frame of the animation. Therefore, <b>first frame of animation must be complete advertising message</b> (to cater for email clients that do not accept animation)	<b>JPG or GIF</b> image accepted.  <b>Flash and HTML5 banner are NOT accepted</b>
<b>Bottom Leaderboard</b>	- Campaign Networks* - AsianInvestor - FinanceAsia - Corporate Treasurer	620 x 75			
<b>First MPU</b>	- Campaign Networks* - CEI Weekly - AsianInvestor - FinanceAsia - Corporate Treasurer	300 x 250			
<b>Second MPU</b>	- Campaign Networks* - CEI Weekly - AsianInvestor - FinanceAsia - Corporate Treasurer	300 x 250			
<b>Third MPU</b>	- FinanceAsia	300 x 250			
<b>First Button</b>	- CEI Weekly - AsianInvestor - FinanceAsia	300 x 100			
<b>Second Button</b>	- AsianInvestor	300 x 100			

\* Campaign Networks include Campaign Asia, Campaign China (Chinese), Campaign Japan (Japanese) and Campaign India websites.

## Rich Media Options

### Expandable / Interactive Expandable (3<sup>rd</sup> party Ad Served tags only)

<b>Sites available</b>	<ul style="list-style-type: none"> <li>- Campaign Asia</li> <li>- Campaign China</li> <li>- PRWeek</li> <li>- CEI</li> <li>- AsianInvestor</li> <li>- FinanceAsia</li> <li>- Corporate Treasurer</li> </ul>	
<b>Ad type</b>	<b>Leader board</b>	<b>MPU</b>
<b>Dimensions (w x h)</b>	Collapsed: 728 x 90 Expanded: 728 x 270 (ex to bottom)	Collapsed: 300 x 250 Expanded: 600 x 250 (ex to left)
<b>Serving format options</b>	<p><u>This AD placement can ONLY be Third party AD served</u>  <b>Haymarket accept Third party tag from DoubleClick certified vendors.</b>  <b>Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a>.</b>  <b>Static image (GIF/JPG) and Flash are not accepted.</b>  <b>REMARK: If the above is not possible, Haymarket can host the banner. However, additional costs will apply **</b></p>	
<b>Max file size</b>	100KB	
<b>Expanded unit</b>	The expanded unit overlays the closed unit. Can be onClick or rollover. If rollover, the expanding section must close on rollout.	
<b>Close button</b>	Must include a 'Close Ad' button on the expanded unit.	
<b>Audio</b>	Audio stream must be initiated by user click. No mouseover starts.	
<b>Z-index</b>	In order for proper integration with our sites, the banner <b>MUST have its z-index set to 1</b> to ensure that the rest of the site displays as per usual. Please liaise with your third-party ad server representative regarding this functionality.	
<b>Geo-Targeting</b>	Supported	
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.	
<b>Delivery deadline</b>	Haymarket Media requires that all standard creative be submitted <b>seven (7) business days</b> prior to launch date to allow testing and approval.	

**\*\*Hosting Cost reference:**

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

Please contact Advertising Operation team [onlinead@haymarketasia.com](mailto:onlinead@haymarketasia.com) for more information and 3<sup>rd</sup> party AD server agency recommendation.



## Rich Media Options

### Video MPU (3<sup>rd</sup> party Ad Served tags only)

<b>Sites available</b>	<ul style="list-style-type: none"> <li>- Campaign Asia</li> <li>- Campaign China</li> <li>- PRWEEK</li> <li>- CEI</li> <li>- AsianInvestor</li> <li>- FinanceAsia</li> </ul>
<b>Dimensions (w x h)</b>	300 x 250
<b>Serving format options</b>	<p>This AD placement can ONLY be Third party AD served</p> <p>Haymarket accept Third party tag from DoubleClick certified vendors.</p> <p>Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a>.</p> <p>Static image (GIF/JPG) and Flash are not accepted.</p> <p><b>REMARK: If the above is not possible, Haymarket can host the banner. However, additional costs will apply **</b></p>
<b>Max file size</b>	2 MB
<b>Maximum Duration</b>	Suggested 15 seconds. Allow infinite media loop.
<b>Video</b>	Video must include visible start / stop video controls. Auto play is allowed.
<b>Audio</b>	<p>Audio must start muted and be initiated with a user click.</p> <p>Provide clear “mute” button if audio is used.</p>
<b>Z-index</b>	<p>In order for proper integration with our sites, the banner <b>MUST have its z-index set to 1</b> to ensure that the rest of the site displays as per usual.</p> <p>Please liaise with your third-party ad server representative regarding this functionality.</p>
<b>Geo-Targeting</b>	Supported
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.
<b>Delivery deadline</b>	Haymarket Media requires that all standard creative be submitted <b>seven (7) business days</b> prior to launch date to allow testing and approval.

**\*\*Hosting Cost reference:**

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

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## Rich Media Options

### Video Sponsorship (3<sup>rd</sup> party Ad Served tags only)

<b>Sites available</b>	<ul style="list-style-type: none"> <li>- Campaign Asia</li> <li>- Campaign China</li> <li>- FinanceAsia</li> </ul>	
<b>Unit</b>	<b>Sponsor logo</b>	<b>Branded slate</b>
<b>Dimensions (w x h)</b>	120 x 90	480 x 360
<b>Position</b>	Overlay on the right bottom corner and not clickable.	A custom title card appears either before or after video content.
<b>Serving format options</b>	Transparent GIF or PNG	Embed into WMV video content
<b>Max file size</b>	10 KB	-
<b>Animation</b>	Not allowed	-
<b>Frequency capping</b>	The ad is capped at once per unique user per	-
<b>Geo-Targeting</b>	Supported	-
<b>Maximum Duration</b>	-	5 Seconds
<b>Audio</b>	-	One audio / voice over per campaign (optional)
<b>Intro text</b>	-	Max 30 words
<b>Third-party Ad-Serving</b>	-	The slate should be embedded in the video, please liaise with sales representative for more information on assets required and specifications
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.	
<b>Delivery deadline</b>	Haymarket Media requires that all standard creative be submitted <b>seven (7) business days</b> prior to launch date to allow testing and approval.	

**\*\*Hosting Cost reference:**

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

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## Rich Media Options

### Pushdown (3<sup>rd</sup> party Ad Served tags only)

<b>Sites available</b>	<ul style="list-style-type: none"> <li>- Campaign Asia</li> <li>- Campaign China</li> <li>- CEI</li> <li>- AsianInvestor</li> <li>- FinanceAsia</li> <li>- Corporate Treasurer</li> </ul>	
<b>Dimensions (w x h)</b>	<b>Collapsed</b>	<b>Expanded</b>
	1000 x 100	1000 x 265
<b>Serving format options</b>	<p>This AD placement can <u>ONLY</u> be Third party AD served</p> <p><b>Haymarket accept Third party tag from DoubleClick certified vendors.</b></p> <p><b>Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a>.</b></p> <p><b>Static image (GIF/JPG) and Flash are not accepted.</b></p> <p><b>REMARK: If the above is not possible, Haymarket can host the banner. However, additional costs will apply **</b></p>	
<b>Max file size</b>	100KB	
<b>Maximum Duration</b>	15 seconds	
<b>Animation</b>	<p>The expandable unit must be user initiated on rollover of the collapsed unit.</p> <p>The expanded push-down can animate for a maximum of 15 seconds.</p> <p>The collapsed push-down can NOT animate.</p>	
<b>Video</b>	<p>Video is permitted, and playback may begin once the expandable unit begins.</p> <p>Video should not exceed 15 seconds. Clearly visible start / stop video controls are required.</p>	
<b>Audio</b>	<p>Audio must start muted and be initiated with a user click. Audio should not exceed 15 seconds.</p> <p>Clearly visible mute button if audio is used.</p>	
<b>Close button</b>	<p>A prominent close button must appear on the expanded ad unit at all times. Close button must be a fixed placement at the location of the first completely visible frame. Expandable units should auto-close after 15 seconds.</p>	
<b>Z-index</b>	<p>In order for proper integration with our sites, the banner <b>MUST have its z-index set to 1</b> to ensure that the rest of the site displays as per usual.</p> <p>Please liaise with your third-party ad server representative regarding this functionality.</p>	
<b>Geo-Targeting</b>	Supported	
<b>Testing</b>	<p>All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.</p>	
<b>Delivery deadline</b>	<p>Haymarket Media requires that all standard creative be submitted <b>seven (7) business days</b> prior to launch date to allow testing and approval.</p>	

**\*\*Hosting Cost reference:**

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

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## Rich Media Options

### Sidekick (3<sup>rd</sup> party Ad Served tags only)

<b>Sites available</b>	<ul style="list-style-type: none"> <li>- Campaign Asia</li> <li>- Campaign China</li> <li>- AsianInvestor</li> <li>- FinanceAsia</li> <li>- Corporate Treasurer</li> </ul>	
<b>Dimensions (w x h)</b>	Collapsed	Expanded
	300 x 250	700 x 600
<b>Max file size</b>	300KB (Without video) 2MB (With video)	
<b>Serving format options</b>	<p>This AD placement can ONLY be Third party AD served</p> <p>Haymarket accept Third party tag from DoubleClick certified vendors.</p> <p>Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a>.</p> <p>Static image (GIF/JPG) and Flash are not accepted.</p> <p><b>REMARK: If the above is not possible, Haymarket can host the banner. However, additional costs will apply **</b></p>	
<b>Direction</b>	Click collapsed AD to expand to right, click CLOSE or rollover to go back.	
<b>Alt image</b>	Alt image GIF/JPG required	
<b>Animation</b>	Unlimited looping allowed	
<b>Close button</b>	MUST include explicit 'Close' button on expanded unit at all times.	
<b>Video</b>	Video is permitted; it MUST be initiated by user click. Video should not exceed 15 seconds. Clearly visible start / stop video controls are required.	
<b>Audio</b>	Audio stream must be initiated by user click. No mouseover starts. Audio MUST stop when the panel is closed.	
<b>Geo-Targeting</b>	Supported	
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.	
<b>Delivery deadline</b>	Haymarket Media requires that all standard creative be submitted <b>seven (7) business days</b> prior to launch date to allow testing and approval.	

**\*\*Hosting Cost reference:**

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

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## Rich Media Options

### Baseboard (3<sup>rd</sup> party Ad Served tags only)

<b>Sites available</b>	<ul style="list-style-type: none"> <li>- Campaign Asia</li> <li>- Campaign China</li> <li>- AsianInvestor</li> <li>- FinanceAsia</li> <li>- Corporate Treasurer</li> </ul>	
<b>Dimensions (w x h)</b>	Collapsed	Expanded
	1000 x 40	1000 x 150
<b>Max file size</b>	200KB	
<b>Serving format options</b>	<p>This AD placement can ONLY be Third party AD served</p> <p>Haymarket accept Third party tag from DoubleClick certified vendors.</p> <p>Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a>.</p> <p>Static image (GIF/JPG) and Flash are not accepted.</p> <p><b>REMARK: If the above is not possible, Haymarket can host the banner. However, additional costs will apply **</b></p>	
<b>Direction</b>	Click the collapsed AD to expand to top. Rollover to go back, or click CLOSE to close the whole AD unit. Refresh the page to show the AD	
<b>Alt image</b>	Alt image GIF/JPG required	
<b>Animation</b>	Unlimited looping allowed	
<b>Close button</b>	MUST include explicit 'Close' button in both collapsed and expanded unit.	
<b>Video</b>	Not allowed	
<b>Audio</b>	Not allowed	
<b>Geo-Targeting</b>	Supported	
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.	
<b>Delivery deadline</b>	Haymarket Media requires that all standard creative be submitted <b>seven (7) business days</b> prior to launch date to allow testing and approval.	

**\*\*Hosting Cost reference:**

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

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## Rich Media Options

### Page Peel (3<sup>rd</sup> party Ad Served tags only)

<b>Sites available</b>	<ul style="list-style-type: none"> <li>- Campaign Asia</li> <li>- Campaign China</li> <li>- AsianInvestor</li> <li>- FinanceAsia</li> <li>- Corporate Treasurer</li> </ul>
<b>Dimensions (w x h)</b>	1000 x 900
<b>Serving format options</b>	<p><u>This AD placement can ONLY be Third party AD served</u>  <b>Haymarket accept Third party tag from DoubleClick certified vendors.</b>  <b>Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a>.</b>  <b>Static image (GIF/JPG) and Flash are not accepted.</b>  <b>REMARK: If the above is not possible, Haymarket can host the banner. However, additional costs will apply **</b></p>
<b>Max file size</b>	100 KB
<b>Expanded unit</b>	The expanded unit overlays the closed unit and to be expanded onClick or ollout. The expanding section must be closed onClick or ollout.
<b>Geo-Targeting</b>	Supported
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.
<b>Delivery deadline</b>	Haymarket Media requires that all standard creative be submitted <b>seven (7) business days</b> prior to launch date to allow testing and approval.

**\*\*Hosting Cost reference:**

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

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## Rich Media Options

### Topbanner

<b>Sites available</b>	<ul style="list-style-type: none"> <li>- Campaign Asia</li> <li>- Campaign China</li> <li>- CEI</li> <li>- AsianInvestor</li> <li>- FinanceAsia</li> <li>- Corporate Treasurer</li> </ul>
<b>Position</b>	The Top banner is a 1000x100 pixel unit running the full width of the website homepage above the navigation bar. There is also an expandable version [Pushdown] that expands on the user click to 1000x265 pixels.
<b>Dimensions (w x h)</b>	1000 x 100
<b>Serving format options</b>	Static JPG/ Animated GIF image or HTML5 banner with Third-party AdServing
<b>Third-party AdServing</b>	<p><u>This AD placement can be Third party AD served</u>  <b>Haymarket accept Third party tag from DoubleClick certified vendors.</b>  <b>Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a>.</b></p>
<b>Max file size</b>	100 KB
<b>Geo-Targeting</b>	Supported
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.
<b>Delivery deadline</b>	Haymarket Media requires that all standard creative be submitted <b>five (5) business days</b> prior to launch date to allow testing and approval.

**\*\*Hosting Cost reference:**

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

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## Rich Media Options

### Interstitial

<b>Sites available</b>	- Campaign Networks* - CEI - AsianInvestor - FinanceAsia - Corporate Treasurer
<b>Dimensions (w x h)</b>	640 x 480
<b>Serving format options</b>	Static JPG/ Animated GIF image or HTML5 banner with Third-party AdServing
<b>Third-party AdServing</b>	This AD placement can be Third party AD served <b>Haymarket accept Third party tag from DoubleClick certified vendors.</b> <b>Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a>.</b>
<b>Max file size</b>	100 KB
<b>Maximum Duration</b>	15 seconds (Suggest the final frame holds 3-5 seconds)
<b>Frequency Cap</b>	The ad is capped at once per unique user per day
<b>Geo-Targeting</b>	Not supported
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.
<b>Delivery deadline</b>	Haymarket Media requires that all standard creative be submitted <b>five (5) business days</b> prior to launch date to allow testing and approval.

\* Campaign Networks include Campaign Asia, Campaign China (Chinese), Campaign Japan (Japanese) and Campaign India websites.

\*\*Hosting Cost reference:

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

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## Rich Media Options

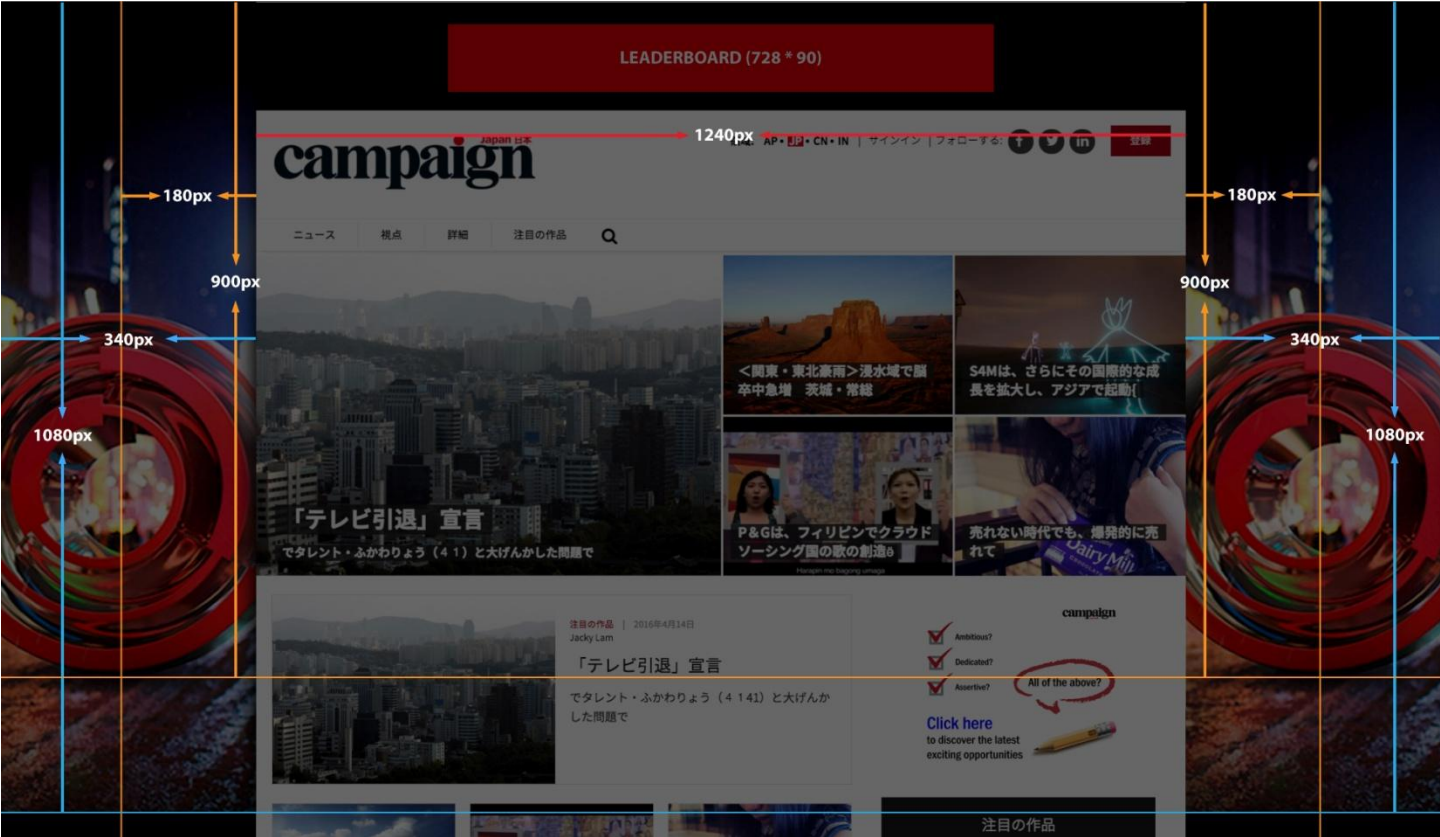
### Skin

<b>Sites available</b>		Campaign Asia Campaign Japan Campaign India Campaign China	PRWeek	CEI	AsianInvestor	FinanceAsia	Corporate Treasurer
<b>Dimensions (w x h)</b>	<b>Maximum</b>	1920 x 1080	1600 x 900	1600 x 900	1600 x 900	1600 x 900	1600 x 900
	<b>Minimum</b>	1600 x 900	1260 x 800	1260 x 800	1260 x 800	1260 x 800	1260 x 800
	<b>Top area</b>	N/A	1000 x 100	1000 x 100	1000 x 100	1000 x 100	1000 x 100
<b>Serving format options</b>		Must be delivered as a layered Photoshop (.PSD) file together with a rendered JPG. <b>This AD placement can NOT be Third party AD served</b>					
<b>Max file size</b>		150KB					
<b>Position</b>		<ul style="list-style-type: none"> <li>- Campaign China</li> <li>- PRWeek</li> <li>- CEI</li> <li>- AsianInvestor</li> <li>- FinanceAsia</li> <li>- Corporate Treasurer</li> </ul>	<p>The skin image is fixed at the top of the page with no repeat, display 130 px on both left and right and 100 px at the top. The bottom of the skin image should fade into one solid color matching the extend color background. (See Sample A in next page)</p> <p>It is recommended to arrange your key message to be displayed within 130 pixels on both right and left hand sides in order to cater for the majority 1280px monitor display.</p>				
		<ul style="list-style-type: none"> <li>- Campaign Asia</li> <li>- Campaign Japan</li> <li>- Campaign India</li> </ul>	<p>The skin image is fixed at the right and left hand sides of the page with no repeat. The bottom of the skin image should fade into one solid color matching the extend color background. (See Sample B in next page)</p> <p>It is recommended to arrange your key message to be displayed within 180 pixels on both right and left hand sides in order to cater for the majority 1600px monitor display.</p>				
<b>Linking URL</b>		A single click tag is available to be utilized and placed within the top area section (above the Campaign logo and leaderboard).					
<b>Fonts</b>		All fonts must be delivered with the creative in Mac & PC format in case of necessary edits.					
<b>Background colour</b>		We advise that a solid colour be used at the bottom of the creative as we will set the background colour to display the same in cases where a larger screen is used.					
<b>Note</b>		Skin will not be fully visible for screen size smaller than 1600px.					
<b>Geo-Targeting</b>		Not supported					





Sample B





## Rich Media Options

### Search Section Sponsorship

<b>Sites available</b>	- Campaign Asia - Campaign China	CEI
<b>Dimensions (w x h)</b>	80 x 25 (maximum)	100 x 30 (maximum)
<b>Max file size</b>	40KB	
<b>Geo Targeting</b>	Not supported	
<b>Serving format options</b>	Static JPG/ Animated GIF image	
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.	
<b>Delivery deadline</b>	Haymarket Media requires that all standard creative be submitted five (5) business days prior to launch date to allow testing and approval.	

## Rich Media Options

### Section Sponsorship

<b>Sites available</b>	- Campaign Asia - Campaign China
<b>Dimensions (w x h)</b>	Sponsor logo, no limitation
<b>Max file size</b>	40KB
<b>Serving format options</b>	Any vector format (AI, ESP) or PDF, GIF/JPG image.
<b>Testing</b>	All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.
<b>Delivery deadline</b>	Haymarket Media requires that all standard creative be submitted five (5) business days prior to launch date to allow testing and approval.

## Rich Media Options

### Mobile banner

Sites available	Asian Investor	Campaign Networks*	CEI	Corporate Treasurer	FinanceAsia
<b>Dimensions</b> (w x h)	300 x 50	300x50	Promobox: 300x80 Interstitial: 300x225	300x50	300 x 50
<b>Position</b>	2 positions per page: - Top banner - Bottom banner	3 positions per page: - Top banner - Middle banner - Bottom banner	Promobox: - Middle promobox - Bottom promobox	2 positions per page: - Top banner - Bottom banner	2 positions per page: - Top banner - Bottom banner
<b>File format</b>	Static JPG/ Animated GIF image, or HTML5 banner with third party tag AdServing**				
<b>Third-party Ad-serving</b>	This AD placement can be third party AD served Haymarket accept Third party tag from DoubleClick certified vendors. Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a> .				
<b>Max file size</b>	40 KB				
<b>File submit</b>	Separate served with web site banner. Please provide creative accordingly.				
<b>Animation</b>	Max 15 seconds is suggested				
<b>Geo-Targeting</b>	Supported				
<b>Testing</b>	All creative must function uniformly on multiple mobile OS as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.				
<b>Delivery deadline</b>	Haymarket Media requires that all creative be submitted <b>five (5) business days</b> prior to launch date to allow testing and approval.				

\* Campaign Networks include Campaign Asia, Campaign China (Chinese) , Campaign Japan (Japanese) and Campaign India websites.

\*\*Hosting Cost reference:

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

**Rich Media Banner Design:** Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).

Please contact Advertising Operation team [onlinead@haymarketasia.com](mailto:onlinead@haymarketasia.com) for more information and 3rd party AD server agency recommendation.

## Mobile App

<b>Sites available</b>	Asian Investor Campaign Asia FinanceAsia
<b>Dimensions</b>	640x100
<b>Position</b>	Bottom of the page
<b>File format</b>	<b>Static JPG/ Animated GIF image, or HTML5 banner with third party tag AdServing</b>
<b>Max file size</b>	40 KB
<b>Animation</b>	Max 15 seconds is suggested
<b>Third-party Ad-serving</b>	<u>This AD placement can be Third party AD served</u> <b>Haymarket accept Third party tag from DoubleClick certified vendors.</b> <b>Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a>.</b>
<b>Geo-Targeting</b>	Supported
<b>Testing</b>	All creative must function uniformly on multiple mobile OS as well as multiple browser versions of Microsoft browsers, Chrome, Mozilla and Safari.
<b>Delivery deadline</b>	Haymarket Media requires that all creative be submitted <b>five (5) business days</b> prior to launch date to allow testing and approval.

**\*\*Hosting Cost reference:**

**AD Re-purposing (correct file with HTML5 coding supplied):** USD300 and 5 to 9 business days per creative.

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# HTML5 banner Guidelines

Serving format options	Third Party Tag	DoubleClick Manager association	Hosted by Haymarket recognized agency												
<b>Hosting option</b>	<ul style="list-style-type: none"> <li>- All assets must be hosted by 3rd party tag server Agency. Please consult the list of certified vendors for your region in the <a href="#">Vendor list section</a>.</li> <li>- Tag Format: IFrame, Javascript, Doubleclick tag</li> </ul>	Make an association between Doubleclick Campaign Manager (DCM) and DFP Trafficking	<p><b>AD Re-purposing (correct file with HTML5 coding supplied):</b> USD300 and 5 to 9 business days per creative.</p> <p><b>Rich Media Banner Design:</b> Minimum USD1400 and 10 to 17 business days per creative (depends on requirements).</p>												
<b>Backup image</b>	Formats: JPG, PNG, GIF Size: 40 KB														
<b>Browser Supported</b>	User who visit the site need to use latest versions of Chrome, Safari, Microsoft browsers, or Mozilla, Their browsers are already capable of handling most code written in HTML5. However, this means lower version of browser does not fully Supported HTML5.														
	<table border="1"> <thead> <tr> <th>Up-to-date version</th> <th>Lower version</th> </tr> </thead> <tbody> <tr> <td>Chrome 37+</td> <td>Chrome 36-</td> </tr> <tr> <td>Firefox 37+</td> <td>Firefox 36-</td> </tr> <tr> <td>IE11/Edge</td> <td>IE6 to 10</td> </tr> <tr> <td>Opera 28+</td> <td>Opera 27-</td> </tr> <tr> <td>Safari 7+</td> <td>Safari 6-</td> </tr> </tbody> </table>			Up-to-date version	Lower version	Chrome 37+	Chrome 36-	Firefox 37+	Firefox 36-	IE11/Edge	IE6 to 10	Opera 28+	Opera 27-	Safari 7+	Safari 6-
Up-to-date version	Lower version														
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Opera 28+	Opera 27-														
Safari 7+	Safari 6-														
<b>Email Sponsorship</b>	Email sponsorship not supported														
<b>Tag status</b>	Tags must be live when submitted.														

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