Detailed Ad Specifications

General Specifications

General Specifications

- Clickthru URL(s) must be provided and Clicktag coding must be implemented in Flash ads.
- All ads must open a new browser window when clicked.
- All ad creatives due four business days before start of campaign.
- All major ad servers are supported.
- Except in pre-roll / post-roll video ads, ads containing streaming video must load with audio muted.
- A back-up static image (JPG / GIF / PNG) must be provided for animated ads.

Expandable Specifications

- Large Expandables must only expand on mouse-click.
- Ads can only expand on user mouse-over of 0.5 seconds or more.
- Ads must retract on user mouse-off.
- A close button must be present, obvious and fully functional.
- Only 1 expanding/overlay ad can appear per page.

Overlay Specifications

- All overlays must be frequency capped to 1 per session.
- A close button must be present, obvious and fully functional.
- Overlay ads must automatically close after 5 seconds.
- Only 1 expanding/overlay ad can appear per page.
- Overlays cannot run on the homepage or trailers page.

Prequel/Interstitial Specifications

- A close/skip button must be present, obvious and fully functional.
- Prequel must auto skip after 5 seconds.
- Prequel must be frequency capped to 1 per session.

Homepage Takeover Specifications

- Takeover includes leaderboard/billboard, Skin, MPU, and 1 optional Super Box.
  In addition a mobile leaderboard must be supplied for mobile devices.

- Wallpaper dimensions are minimum 1440x1024. A layered template to assist with this can be downloaded from http://entertainment.ie/Superwall.png or http://entertainment.ie/Superwall.psd. More detailed specs below on page 7.
- MPU is a standard flash unit. Specs below on page 3.
- Mobile leaderboard should be **320x50px** or **320x100px**.
- If design / adaptation work is required for artwork which has not been custom built for entertainment.ie, then a minimum of 5 working days notice should be given.
- MPUs can be third party hosted, but wallpaper must be hosted by entertainment.ie.

Per-Banner Specifications

Leader board

- Dimensions: 728x90px
- Acceptable Formats: Static gif, Animated gif, Animated Flash
- Filesize Limits: Static 15kb, Animated 55kb
- Streaming: Yes
- Expanding: Yes (728x180px, expands down)

Half Banner

- Dimensions: 240x90px
- Acceptable Formats: Static gif, Animated gif, Animated flash
- Filesize Limits: Static 10kb, Animated 20kb
- Streaming: No
- Expanding: No

MPU (Island)

- Dimensions: 300x250px
- Acceptable Formats: Static gif, Animated gif, Animated flash
- Filesize Limits: Static 15kb, Animated 55kb
- Streaming: Yes
- Expanding: Yes (500x350px, expands left and down)

Billboard

- Dimensions: 970x250px
- Acceptable Formats: Static gif, Animated gif, Animated flash
- File size Limits: Static 50kb, Animated 50kb
- Streaming: Yes

Mobile Leader board

- Dimensions: 320x50px or 320x100px
- Acceptable Formats: Static gif, Animated gif, Animated Flash
- File size Limits: Static 15kb, Animated 55kb
- Streaming: No
- Expanding: No

Half-page / Film-strip

- Dimensions: 300x600px
- Acceptable Formats: Static gif, Animated gif, Animated flash
- File size Limits: Static 50kb, Animated 55kb
- Streaming: Yes

Skyscraper

- Dimensions: 120x600px (or 160x600)
- Acceptable Formats: Static gif, Animated gif, Animated flash
- File size Limits: Static 15kb, Animated 55kb
- Streaming: Yes

Superbox

- Dimensions: 940x400px
- Acceptable Formats: Static JPG / GIF / PNG
- File size Limits: 100kb
- Streaming: No
- Expanding: No
- Tracking: clicks are tracked but impressions cannot be tracked.
- Links to external sites will pass through a redirect page before leaving entertainment.ie

MegaNav

- Dimensions: 206x370px
- Acceptable Formats: Static JPG / GIF / PNG
- File size Limits: 50kb
- Streaming: No
- Expanding: No
- Tracking: clicks can be tracked but impressions cannot be tracked.

Character Invasion / Integration

- Dimensions: 80x80px (approx.) variations of this size can be sent if images are rectangular.
- Acceptable Formats: Static JPG / GIF / PNG
- Filesize Limits: 50Kb
- We allow for an image-flip / rollover which is implemented using JavaScript by entertainment.ie. In such cases 2 images should be provided (initial state / rollover state)

Large Expandable Extended Leaderboard:

- Unexpanded dimensions: 970x90px
- Expanded dimensions: 970x400px
- Acceptable Formats: Animated Flash
- Filesize Limits: 55kb
- Streaming : Yes
- Expanding : Yes (970x400px, expands down)
- Expanded CSS Style: (position: relative;)

Large Expandable Leaderboard:

- Unexpanded dimensions: 728x90px
- Expanded dimensions: 970x400px
- Acceptable Formats: Animated Flash
- Filesize Limits: 55kb
- Streaming : Yes
- Expanding : Yes (970x775px, expands down)
- Expanded CSS Style: (position: relative;)

Overlay

- Dimensions : 400x400px (max)
- Acceptable Formats : Static gif, Animated gif, Animated flash
- Filesize Limits : Static 20kb, Animated 55kb
- Streaming : No
- Expanding : No

Interstitial/Prequel

- Dimensions : 640x480px
- Acceptable Formats : Static gif, Animated gif, Animated flash
- Filesize Limits : Static 20kb, Animated 55kb
- Streaming : No
- Expanding : No

Pre-Roll Video Ad

- Dimensions : 620x350px
- Acceptable Formats : mp4 (h.264 encoded) – must be FastStart / QuickStart enabled
- Max Length: 10 seconds
- Frequency Cap of 1 per session

E-Blast / Branded Email

- Dimensions: 150x150px (or 200x200px)
- Acceptable Formats: Static gif, animated gif and jpeg (Flash will not be accepted)
- Filesize Limits: Static 20kb
- Streaming: No
- Expanding: No

iPhone App Banners

Splash Page and Interstitial banner

Please note to support iPhone3/4, iPhone5, and iPhone 6 – we need creative supplied in all 3 dimensions, as defined below.

- Dimensions: 320x480px and 320x568px and 640x1136px (width x height)
- Acceptable Formats: Static JPG / GIF / PNG
- Filesize Limits: 50Kb
- Streaming: No
- Expanding: No
- Splash Pages are not clickable, only a static image is served

Run Of Application Banner

- Dimensions: 320x50px
- Acceptable Formats: Static JPG / GIF / PNG
- Filesize Limits: 50Kb
- Streaming: No
- Expanding: No

Android App Banners

Splash Page and Interstitial banner

Please note to support all device resolutions – we need creative supplied in all 3 dimensions, as defined below.

Our Applications determine if the device has a small, medium or large screen and uses the appropriate banner size.

- Dimensions: 320x480px and 320x542px and 600x970px (Portrait)
- Acceptable Formats: Static JPG / GIF / PNG
- Filesize Limits: 50Kb
- Streaming: No
- Expanding: No
- Splash Pages are not clickable, only a static image is served

Run Of Application Banner

- Dimensions: 320x50px
- Acceptable Formats: Static JPG / GIF / PNG
- Filesize Limits: 50Kb
- Streaming: No
- Expanding: No

Takeovers

Homepage Takeover

Solutions

- Superwall with no Leaderboard
- Superwall with Leaderboard/Billboard
- Ad Placements (Leaderboard/Billboard, MPU and Optional Skyscraper) with no Wallpaper
- On mobile: mobile Leaderboard and MPU

Dimensions

- Wallpaper: 1440x1024 minimum (See Wallpaper specifications)
- Wallpaper: Essential branding:
  To cater for lower resolution displays, on Laptops, etc; Essential Branding must appear in a specific area of the wallpaper to prevent critical branding from being hidden.
  a. In the side margins must appear within 148px of the main page content.
  b. Within 600px of the top of the wallpaper
- MPU: 300x250 island
- Desktop Leaderboard: 728x90 (can also be an Extended Leaderboard: 970x90px)
- Desktop Billboard: 970x250px
- Mobile Leaderboard: 320x50px (or 320x100px)

- Acceptable Formats: Flash for ad placement units, jpeg for wallpaper.
- Filesize Limits: See specs for individual ad units, 100kb for wallpaper.
- Streaming: See specs for individual ad units, no for wallpaper.
- Expanding: See specs for individual ad units, no for wallpaper.

Wallpaper Specifications

- The wallpaper is obscured by 2 things. Firstly, the header at the top of the page which occupies the top 66x984px, centred. Secondly, the content area of the page, 984 pixels wide, with a slightly wider navigation bar, continuing from 158px down to the bottom of the page.
- Please note: Essential branding should appear within 148px to the left and right of the main page content, to ensure visibility on smaller screen resolutions.
  The main page content is 984px in width, centred.

Cinema/TV/Music Takeover

- Same specs as homepage. MPU is in different position on pages.
- We can technically run takeovers in any site section, but development work may be required so please contact us by phone to discuss possible solutions at least 5 working days in advance.
- The number of page impressions cannot be guaranteed on the takeover of other sections of the site.

3rd Party Ad tags

Requirements for Expandable banners

- Must be served with a “wmode” of “opaque” or “transparent”
- Must be served with a maximum z-index of 20

Branded Mailer Specifications

- Template HTML file can be found at http://entertainment.ie/mailout/ei_specialpromotion.htm
- 600px max width
- Maximum size including images is 100kb
- Mix of text and images is preferable
- All images are hosted with entertainment.ie/3rd party serving is not an option
- All CSS styling should be implemented using inline styles
- No Flash / No Forms links
- Subject Line of branded mails is always ‘Special Promotion – entertainment.ie’
- No personalised data will be presented in the mail, nor will it be passed on to 3rd parties
- Fully proofed and signed off content to be submitted at least 2 full working days in advance of sending.