

Trade Me Display Advertising Flash Specifications

The following are the specifications for all placements that accept Flash or Video. This includes Trade Me, Finds someone, Holiday Houses, Travel Bug and OldFriends. For all other ad specifications please view the placement cards at www.trademe.co.nz/advertising-rate-card.htm

Specifications

- Flash must be built in version 9 or lower.
- Max File size:

Island placements

Flash: 40kb for ad + 1Mb for video
Gif: 20kb

Skyscraper & banner placements

Flash: 40kb
Gif: 20kb (30Kb for the placements within Trade Me Property, Jobs, Motors or Flatmates)

- Frame rates must not exceed 30 frames per second (18 is preferred).
- Up to two URLs accepted, one for flash and one for backup.
- Must include the click tag ActionScript shown below (please don't copy and paste click tag as it could cause errors).
- The exact tag needs to be implemented. Incorrect spelling or formatting can lead to tracking problems.
- Target URLs or tracking embedded within the .swf file will not be accepted.

Action Script for Click Tag

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

Sound

- Sound must be off by default
- Sound may only turn on if user clicks on a control intuitively labelled for this purpose.

Looping

- Ads containing video must play only once by default, and can be played again on user click.

Expansion & takeover

- Ads must not change in size or position or expand out of the set ad dimensions.

Site margins

- No ads, branding or colours representing external parties may be displayed in the site margins.

CPU usage

- Ads must not consume an excessive amount of the users machine's resources. Ads will be screened by the Advertising team to check CPU consumption.

Ads deemed overly distracting or offensive

- Ads may not employ rapid / strobing / flashing animation of any graphic, copy or background elements.
- Ads may not employ an effect that mimics the user's mouse cursor without the active participation of the user.

Exclusivity

- Please note that due to exclusive business arrangements we are unable to accept general insurance or finance messages anywhere on Trade Me Motors, or credit card advertising (other than Visa) anywhere on our sites.

Flash checklist – do you have the following?

- Flash .swf file.
- Backup .gif/.jpeg image.
- 1 or 2 URLs for .swf file and .gif/.jpeg
- Needs to be received 5 working days before the start of campaign for testing.
- Click tag ActionScript. Please refer to above.