



Advertising specifications: Website banner ads

Advertising on Parenthub

Parenthub provides reliable health information to the full spectrum of Australian parents, from those trying to become parents to those parenting teenagers and beyond.

Advertisers have the opportunity to work in conjunction with the Parenthub team to deliver their advertising in a contextually relevant environment to qualified customers.

Popular topics include getting pregnant, pregnancy and birth, parenting newborns through to teenagers, nutrition from breastfeeding and formula through to kids recipes.

Specifications

- Banner dimensions:
 - Leaderboard: 728 x 90 pixels
 - MREC/Island: 300 x 250 pixels
- Format: .JPG, .GIF or .SWF
- Maximum file size: 40kb
- Resolution: 72 dpi

JPG or GIF?

As a general rule, GIF is best for illustrations and images with large areas of 'flat' colour, whereas JPG is best for photos and images with graduated (changing) colours. Please choose the format most suited to your banner.

Flash files

- Frame rate less than 20FPS
- 4 loop maximum on animations
- .SWF to be in Flash version 8.

For every SWF supplied, a backup JPEG/GIF is required for devices that don't play flash (e.g. iPads, iPhones).

If the ad background/edge is white, a 1 pixel border in colour #cccccc is required.

If creating a flash file, you need to make sure the ad navigates to the querystring variable 'clickTAG' when it is clicked on. How you do this will vary depending on which version of Flash and Actionscript you are using.

For more detail, go to: http://www.adobe.com/resources/richmedia/tracking/designers_guide/

Rotating banners

Rotating GIF or flash files should have no more than 4 slides, and a run time of no more than 15 seconds.

2 seconds per slide is usually sufficient.

File size

The maximum file size for a banner is 40 kb. If Adobe Photoshop is used to create the banner, use the "save for web & devices" option to reduce the file size.

The 40 kb maximum file size for a flash file refers to the

initial download. This means that a flash banner can have a total file size over 40 kb, but anything above 40 kb is downloaded in the background after the animation has already begun.

Banner link

Please also supply the URL the banner is to link to.

Advertisement locations

