

# ABERDEEN JOURNALS LTD. Online Advertising Technical Specification

## STANDARD WEB ADVERTISING SIZES

### Banner

728x90 pixels

300x250 pixels

120x600 pixels

### Middle position unit

Please note: MPUs will only appear on the news pages



News page - The Press and Journal website.



Home page - The Press and Journal website.

### Skyscraper

## PREFERRED FORMAT

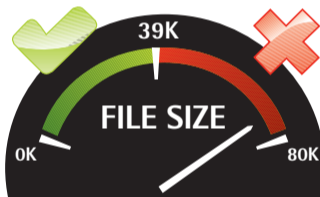
### Our preferred format is an Adobe Flash .SWF

Files should be saved as .SWF Flash files. Preferably minimum version 8 for the majority of users.



### File sizes should not exceed 39K in total.

If you need any advice on how to reduce the size of your flash banner please see contacts below.



## INCORRECT FILE FORMATS

Material not supplied correctly cannot be used.



### The active button layer within the Flash file should be the top-most layer.

An animated or static .GIF file (as appropriate) should be supplied. Both .SWF and .GIF files are loaded for online use.



### ActionScript 2.0 coding for the button (CS5)

Do not embed a click-through URL. But ensure it has the following:

```
on (release)
{
  getURL(clickTag, "_blank");
}
```

### ActionScript 3.0 coding for the button (CS5)

If choosing ActionScript 3.0, then the following code should be used.

```
button_1.addEventListener(MouseEvent.CLICK, clickTag);
function clickTag(event:MouseEvent):void {
  var sURL:String = clickTag;
  if (sURL != null) {
    navigateToURL(new URLRequest(sURL), "_blank");
  }
}
```

## CONTACTS

### The Press and Journal

Richard Murray: Creative Manager

**01224 343261 richard.murray@ajl.co.uk**

Alan Melrose: Deputy Advertising Manager

**01463 272300 alan.melrose@ajl.co.uk**

**www.pressandjournal.co.uk**

### Evening Express

Gavin Fraser: Creative Manager

**01224 343233 gavin.fraser@ajl.co.uk**

**www.eveningexpress.co.uk**

### Scot-Ads

David Low: Graphic Designer

**01224 690222 ext. 2019 david.low@ajl.co.uk**

**www.scot-ads.com**

## FINAL CHECKLIST

- Is your completed .SWF file 39k and under?
- Completed .SWF Flash files are version 8 and above
- Your completed Flash banner should **NOT** have an embedded click-through URL
- Have you supplied a compatible backup .GIF file?
- You have a suitable 'call to action' within your banner to maximise click-through response rates