

The Big Idea Rate Card

TECHNICAL SPECIFICATIONS

Here you will find all of the information you need relating to advertising formats, file sizes, dimensions and types. Also included are detailed instructions on what needs to be done to flash advertisements to ensure they run correctly on www.thebigidea.co.nz.

REGULAR FORMATS:	REGULAR RICH MEDIA FORMATS:
■ .gif	■ .HTML
■ .jpg	■ Javascript
■ animated.gif	■ Adobe Flash
■ Adobe Flash (.swf), including back up gif	

ACCEPTED THIRD PARTY REDIRECTS:

We accept advertising delivered by third party redirect code subject to The Big Idea successfully testing. Please supply redirect tags 1 week prior to commencement to advertising date. If the advert format is a Flash file it must have the transparent background tag set to YES.

ADOBE FLASH SPECIFICATIONS

- Must be published for Flash plug-in 8 or 9. If you are unable to publish in Flash 8 or 9 then you must send the .fla file to and we will publish it for you. This will resolve issues with Internet Explorer's Pop Up Blocker.
- All creatives must be designed with a solid-colour object for your background to avoid unwanted colour conflicts with the displaying page
- Must be targeted to a new window (“_blank”)
- Frame rates should not exceed 18 frames per second

CREATIVE GUIDELINES:

- All click through urls must open in a new browser window or tab
- The Big Idea reserves the right to reject any insertion, graphic, text description, or URL.
- Ads may not employ rapid/“strobing” animation of any graphic, copy, or background element(s).
- Ads should not have messaging designed to mislead members into going to a site that is unrelated to the content of the banner ad.
- Banners should be encased in a border and distinct from the content. If borderless, a banner must contain the advertiser's name to signify that it is an ad creative banner, not content.
- Television and print advertising standards prohibit advertisers from issuing ads, infomercials, or infotisements in such a manner that the viewer or reader believes the content is news, rather than advertising. thebigidea.co.nz standards also follow this policy.

- thebigidea.co.nz properties may not be used to imply affiliation with or an endorsement by any thebigidea.co.nz product, content, or service - unless such a relationship exists.

AUDIO GUIDELINES:

- All audio must be user initiated by click
- Must contain visible stop/play and pause or mute functionality
- Looping: User can select additional loops by using play functionality. No automatic looping

VIDEO GUIDELINES:

- Video may be automatic
- Must contain visible stop/play and pause or mute functionality
- Looping: User can select additional loops by using play functionality. No automatic looping

RICH MEDIA SPECIFICATIONS

- Rich Media creative must be submitted at least five working days in advance.
- Campaign/flight dates must be set up in third party supplier to start at least one day prior and end one day later than the actual campaign is due to be run. The ads will not be served in these extra days, which are required only to ensure that potential timing issues with supplier do not affect the flight.
- Where there are multiple campaigns for the same advertiser, multiple creatives may be required.
- thebigidea.co.nz reserves the right to refuse ads not in compliance to these specifications.

CONTACT DETAILS

For all advertising enquiries, please contact us on:
09 835 2070 or email advertising@thebigidea.co.nz