

Online specifications

Specifications PDF

Standard Creative Specifications

Standard Ads	Dimensions	Format	File size
Banner	468(w) x 60(h) pixels	Flash with backup GIF/JPG OR GIF/JPG only	Flash 35k, GIF/JPG 35k
Leaderboard	728(w) x 90(h) pixels	Flash with backup GIF/JPG OR GIF/JPG only	Flash 35k, GIF/JPG 35k
Medium Rectangle	300(w) x 250(h) pixels	Flash with backup GIF/JPG OR GIF/JPG only	Flash 35k, GIF/JPG 35k
Skyscraper	120(w) x 600(h) pixels	Flash with backup GIF/JPG OR GIF/JPG only	Flash 35k, GIF/JPG 35k
Site Specific Ads	Dimensions	Format	File size
Nickelodeon Tile	120(w) x 90(h) pixels	Flash with backup GIF/JPG OR GIF/JPG only	Flash 15k, GIF/JPG 15k
Nickelodeon, Sky News & Weather Channel Tower	120(w) x 240(h) pixels	Flash with backup GIF/JPG OR GIF/JPG only	Flash 35k, GIF/JPG 35k
Nickelodeon TURBO NICK	Leave Behind 180(w) x 145(h) pixels	Flash with backup GIF/JPG OR GIF/JPG only	Flash 35k, GIF/JPG 35k
	Content Menu Listing	Heading 4 words	Copy 10 words
	Streaming Video	Length Up to 3 mins	Format uncompressed avi
Channel V Pre Roll	Streaming Video "300" FLV Stream Target Bit Rate = 309 kbps Filename_300.flv	Video Codec - Settings Flash On2 VP6 Constant Bit Rate Progressive (No Fields) Square Pixels Average Bit Rate - 236 kbps Resolution - 400(w) x 300(h) Frame Rate Source Frame Rate eg. PAL (25fps) or NTSC (29.97fps) Key Frame Interval - 10 sec	Audio Codec Settings MPEG Layer III (MP3) 64kbps, 44khz, Stereo
E-Newsletters	Kind	Text	Format
National Geographic Explorers Club	ADVERTORIALS (TWO PER NEWSLETTER ISSUE)	One Header. Copy: 150 Words	High Res EPS logo
Weekend Weather E-Newsletter	ADVERTORIALS (ONE PER NEWSLETTER ISSUE)	One Header. Copy: 25 Words	High Res EPS logo
E-newsletter Banner	Dimensions 468(w) x 60(h) pixels	Format Animated or Static GIF/JPG only	File Size GIF/JPG 35k

Flash Guide

When supplying flash content, the following variations MUST be provided in addition.

- .swf file – this is the actual ad-serving file.
- .gif file – this is so that we can display a banner for non Flash capable browsers.

The flash banner has some strict guidelines that must be adhered to, to facilitate ad-serving. These details are outlined below.

- Flash banners must be saved as maximum Flash8 or lower to include required functionality for ad counter.
- Click tag must be embedded in SWF file:

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

* Variable is **case sensitive**

An animated or static gif must be supplied for browsers that are not flash enabled. The ALT text must not exceed 30 characters including white space. In order for our Ad Server to register clicks, we require the Flash banner be internally programmed to call a JavaScript function call clickTag when the ad is clicked on.

Nickelodeon

All flash files (swf) for any Nickelodeon campaigns must legally contain the Nick pop-up warning tagging:

```
on (release) {
  getURL (_level0.clickTag, "_blank");
  getURL("javascript: popUp_nickwarning(); void(0);");
}
```

Expandable M-Rec/Banner/Leaderboard/Skyscraper

- Expandable M-Recs - expands from 300(w) x 250(h) pixels to 600(w) x 350(h) pixels. (Expanding from the right to the left depending on the site)
- Expandable Banner - expands from 468(w) x 60(h) pixels to 468(w) x 180(h) pixels.
- Expandable Leaderboard - expand from 728(w) x 90(h) pixels to 728(w) x 180(h) pixels.
- Expandable Skyscraper - expand from 120(w) x 600(h) pixels to 240(w) x 600(h) pixels.

Streaming Video 2.2

NB - MCN does not accept banners which automatically serve sound. Banners which require the user to invoke the sound option are accepted.

Adserver Targeting Capabilities

General Targeting Capabilities

- Browser type
- Time of day
- Day of week
- Domain
- Operating System
- Geo targeting - country& state

Site Specific Targeting Capabilities

- Habbo
- Demographic - Male/Female, Age (only for Console Messages)

Rich Media

MCN defines Rich Media as any advertising creative that is not a standard GIF or JPEG banner or button. Below is a guideline to Rich Media placement on the MCN Network. Please note that as the internet changes and new technology becomes available MCN will review these guidelines. Please do not hesitate to contact us regarding any Rich Media queries you may have. Rich Media creative should be emailed to etraffic@mcn.com.au a minimum of five (5) working days prior to the campaign start date.

NB - MCN does not accept banners which automatically serve sound. Banners which require the user to invoke the sound option are accepted. The following types of Rich Media are accepted by MCN (some conditions may apply to specific types):

- Flash
- HTML

Creative Due Dates

- Final and Approved Standard creative - **3 working days** prior to campaign start date.
- Final and Approved Rich Media creative - **5 working days** prior to campaign start date.
- **Creative received late may not be loaded by the booked start date and therefore may affect campaign delivery. Please refer to the MCN current Terms and Conditions.**

3rd Party Adserving

It is the Agency/Advertiser's responsibility to arrange and follow up redirects with their respective 3rd party Adserver.

MCN will not compensate clients for campaigns where a 3rd party Adserver supplies late redirects, or for campaigns that are delayed due to technical problems with the 3rd party Adserver redirects.

- All creative that is 3rd party aderved must be forwarded for approval prior to loading of the redirects.
- that is 3rd party aderved must adhere to MCN creative specifications.
- MCN reserves the right to remove any redirects from the network that are visibly delayed in serving.