

Digital specifications

E-NEWSLETTER

- All material must be supplied with a click through URL.
- Files must be supplied as either .JPG or .GIF
- Max 150kb file size.
- Creative tags cannot be used in e-newsletters.

Note: Outlook 2007 and newer versions of Outlook do not currently support .gif animations. We suggest that all important information/call to action is included in the first frame of your image as a percentage of readers will only be able to see this frame in outlook. Alternatively you may provide a static advert for newsletter placements.

WEBSITE

- GIF, .JPG, HTML5 or third party ad tags (flash files no longer supported).
- All material must be supplied with a click through URL (except for creative ad tags).
- Max 150kb file size.
- No more than 4 rotations recommended for animations.
- Animation length - 15 seconds max.
- No more than two different creatives will be uploaded per month.

MOBILE INTERSCROLLER

Interscroller is a Celtra exclusive providing an inline, in-feed interstitial ad and a "friendly" way to display full-screen interstitial creative. Format can only be 3rd party created and served by Celtra please contact eve.allen@adg.com.au for more information.

INLINE VIDEO

Please contact our campaign manager for details at eve.allen@adg.com.au

HTML5 DELIVERABLES

When supplying HTML5 files, in addition please always supply a backup image (JPG, PNG, GIF) of the same dimensions to cater for devices that may not support HTML5.

LEAD TIMES

A five business day lead time is required for standard banners with an additional two days for rich media implementations.

PI MATERIAL AND CLICKTHROUGHS

All online pharmaceutical advertising must include a clickthrough to a PI. This can be supplied as either a web address or a PDF of the PI which is hosted on our server. On the e-newsletter and website advertising there can only be one clickthrough per ad.

ADG.

AUSTRALIAN DOCTOR GROUP

Contact us

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WEBSITE

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