

Website banner advertising specifications

Banner sizes

Size (in pixels)	File size
468 x 60 banner	gif / jpg: 15 Kb, Flash: 30 Kb
120 x 600 skyscraper	gif / jpg: 20 Kb, Flash: 40 Kb
250 x 120 strip	gif / jpg: 15 Kb, Flash: 30 Kb
120 x 240 mini skyscraper	gif / jpg: 15 Kb, Flash: 30 Kb
250 x 60 strip	gif / jpg: 10 Kb, Flash: 20 Kb
120 x 120 button	gif / jpg: 8 Kb, Flash: 15 Kb

Click-thru URL and alternative text

A linking (click-thru) URL must be submitted for each ad creative. Alternative text is optional (150 character limit).

Banner file format

GIF, JPEG or SWF files must be used (please see below for important process for tracking click-thrus with Flash).

Flash

1. Advertiser must provide both Flash and GIF versions of creative that is subject to European Pharmaceutical Review's creative approval.
2. European Pharmaceutical Review will implement a plug-in sniffer script - users without the Flash plug-in will be served the advertiser provided GIF alternate.
3. European Pharmaceutical Review accepts .swf files exported to support the Flash 6 plug-in.
4. Maximum frame rate is 31 fps.

Click-thru with Flash

To track when a user clicks within a flash, a ClickTag variable **MUST** be embedded in the .fla file. Please follow this example and instruction

<http://www.macromedia.com/resources/richmedia/tracking/>

Add an invisible button making the entire area of the banners clickable. Attach the following object action to the button:

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

This will embed the clickTag variable in the FLA file. This allows the click-thru URL to be modified at any time during a campaign, as opposed to hard-coding the click command in the .swf file. Target="_blank" is required in the "Basic actions" to make sure the click thru opens a new window.

Note: The implementation is different for each version of Flash, please refer to Macromedia documentation for specific instructions and syntax for using the clickTag variable and the getURL action:

<http://www.macromedia.com/resources/richmedia/tracking/>

also reference:

http://www.macromedia.com/resources/richmedia/tracking/ad-serving_guide/
http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

Client should follow these instructions and coordinate with the European Pharmaceutical Review digital team before sending the .swf file.

Third part serving guidelines

European Pharmaceutical Review accepts third-party served ads, but requires a five business day lead time for testing purposes.

- Advertisers must send all creative to European Pharmaceutical Review at least two (2) business days prior to flight date. European Pharmaceutical Review must approve all creative running with third party tags.
- European Pharmaceutical Review requires that all third party served rich media campaigns must have alternate GIF versions of creative available.
- European Pharmaceutical Review is NOT responsible for developing programming scripts to ensure compatibility with third party serving software. Any materials necessary to insure compatibility must be provided by advertisers or their third-party serving agent.
- European Pharmaceutical Review reserves the right to terminate a campaign at any indication that it is not being properly served.

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Banner placement

The screenshot shows the website layout with various banner placement areas highlighted in blue. The main content area features a large banner for 'Cellular Imaging & Analysis 2010' with a registration deadline of June 1st and a £400 discount. Below this are sections for 'Featured news' and 'Pharmaceutical industry news'. A sidebar on the right contains a 'skyscraper' section with a vertical banner and several smaller buttons.

468 x 60 banner

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Cellular Imaging & Analysis 2010 >>

Register before 1st June and save £400 >>

250 x 120 strip

250 x 60 strip

120 x 240 mini skyscraper

120 x 120 button

120 x 600 skyscraper

Cellular Imaging & Analysis 2010

Cellular Imaging & Analysis 2010 / 22-23 June 2010 / Dublin

A must attend conference for anyone involved in high content analysis, cancer biology and related fields.

European Pharmaceutical Review Digital | Cellular Imaging & Analysis 2010 | European Pharmaceutical Review

Featured news

Huber launch the NEW Unistat® 905w
14 April 2010
The NEW Unistat 905w is the latest addition to the Unistat® range of high performance circulators from Huber...

Pharmaceutical industry news

Owen Mumford appoints Paula Staples as Global Head of Quality
8 April 2010
Paula Staples joins Owen Mumford as Global Head of Quality reporting directly to Managing Director, Jarl Severn.

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