

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 Railway Review's creative approval.
2. European Railway Review will implement a plug-in sniffer script - users without the Flash plug-in will be served the advertiser provided GIF alternate.
3. European Railway 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/aderving_guide/

http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

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

Third part serving guidelines

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

- Advertisers must send all creative to European Railway Review at least two (2) business days prior to flight date. European Railway Review must approve all creative running with third party tags.
- European Railway Review requires that all third party served rich media campaigns must have alternate GIF versions of creative available.
- European Railway 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 Railway 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 several advertising spots highlighted in blue boxes:

- 468 x 60 banner**: Located at the top right of the page, above the navigation menu.
- 250 x 120 strip**: Located on the right side of the page, above the 250 x 60 strip.
- 250 x 60 strip**: Located on the right side of the page, below the 250 x 120 strip.
- 120 x 240 mini skyscraper**: Located on the right side of the page, below the 250 x 60 strip.
- 120 x 120 button**: Located on the right side of the page, below the 120 x 240 mini skyscraper.
- 120 x 600 skyscraper**: A vertical banner on the right side of the page, spanning the height of the 120 x 240 mini skyscraper and the 120 x 120 button.

The main content area features a featured article titled "Scandinavian Rail Development 2010" with a "REGISTER NOW!" button and a "Find out more >>" link. Below this is a "Rail industry news" section with three articles: "Invensys Rail to Showcase Systems at Infrarail", "Train travel grows at airlines' expense", and "Bombardier awarded record signalling contract by ADIF". A "Join the European Railway Review community" section is also present, offering a "Just £49!" membership with a "Sign-up today >>" button. A "What's in the latest issue:" section lists three articles: "Foreword: Belgium plans future growth", "Triple A approach tested in practice gives valuable results", and "Looking beyond national borders".