



# GENERAL CREATIVE GUIDELINES

**Animation length:** The shorter of the three rotations or 15 seconds

**ClickTAG:** ClickTAG must be correctly coded in SWF files (See implementation instructions below)

**Frequency capping:** Ad capping will be controlled through our Adserver and not by any 3rd party server

**DON'T FORGET:** To supply the URL for any ads delivered as a GIF, JPEG or SWF

**Static ads:** JPG, GIF, PNG, PDF

**Animated ads:** Flash, HTML5, animated GIF

**Maximum file size:** 256 KB

## CLICK TAGS

Flash creative ( SWF) needs to have what is called a 'clickTAG' embedded within it which allows us to count the clicks. Below are instructions that need to be followed by the creative designers to implement the ClickTAG:

1. Select your button instance in the flash movie
2. Add mouse event on(release)
3. Add get url command Get URL()
4. Set URL to ClickTAG (make sure this URL is an expression variable)
5. Set window target to \_blank

### Typical action code:

- On (release)
- Get URL ( ClickTAG, window="\_blank")
- End On

**Its is essential that the ClickTAG variable is set to be an expression**

## CONTACTS

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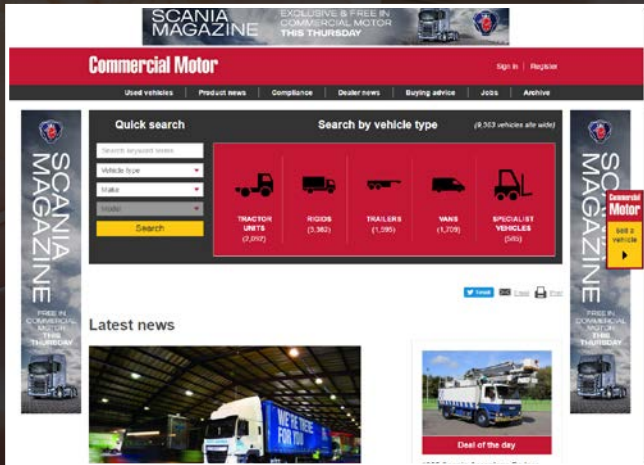
# ROAD TRANSPORT MEDIA

magazines / websites / events / data

# ONLINE AD SPECIFICATIONS

# AD POSITIONS

**Leaderboard** 728px x 90px



**Skyscraper**  
120 x 600px



**Skyscraper**  
120 x 600px

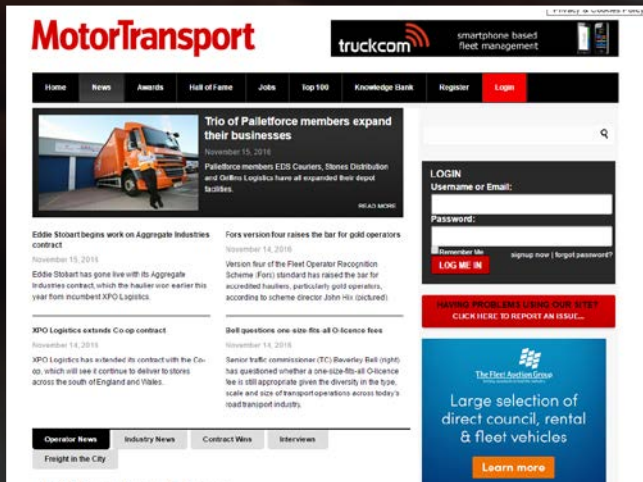


**Home page takeover available on CommercialMotor.com**

**Banner** 468px x 60px



**This size exclusive to MT**



**MPU**  
300 x 250px



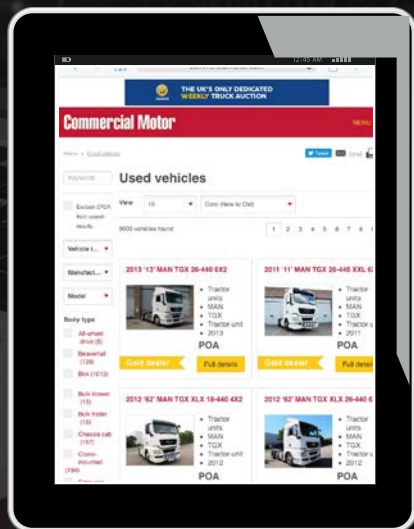
**MPU available on**

CommercialMotor.com | Freightinthecity.com

Vanadviser.com | Motortransport.co.uk | Truckanddriver.co.uk

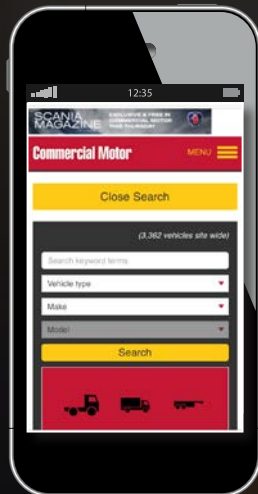
## Tablet banner

468px x 60px



## Mobile banner

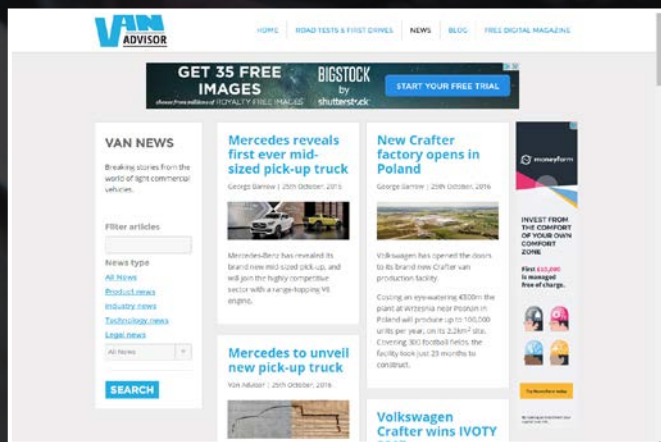
320 x 50px



## Tablet banners available on

CommercialMotor.com | Freightinthecity.com

## Leaderboard 728px x 90px



## Mobile banners available on

CommercialMotor.com  
Freightinthecity.com

## Skyscraper 120 x 600px



## Both sizes available on

CommercialMotor.com | Trucknetuk.com  
Vanadvisor.com | Truckanddriver.co.uk