

DISPLAY ADVERTISING

MEDIUM RECTANGLE

CREATIVE TYPES: GIF, JPEG, Flash + alt GIF, Video (.AVI, .SWF or .MOV) + alt GIF

FILE WEIGHT: GIF/JPEG – maximum 20k
Flash – maximum 30k
Video – minimum 2.5mb compressed

FILE DIMENSIONS: (W) 300 pixels x (H) 250 pixels

ALT TEXT COPY (OPTIONAL): Maximum 40 characters

FRAME RATE: 24 frames p/sec

ANIMATION ALLOWED: Yes

ANIMATION TIME: 15s (3 loops permitted)

BEHAVIOURAL REQUIREMENTS: Mouseover expansion allowed: No
Auto audio allowed: No

3RD PARTY AD SERVING ALLOWED: Yes

DELIVERY LEAD TIME: 5 days GIF, JPG, Flash, 10 days video

CLIENT APPROVAL: Not applicable

YOUR AD WILL BE PLACED: Run of site OR all rent pages OR all for sale pages

DISPLAY ADVERTISING

LEADERBOARD/BANNER

CREATIVE TYPES:	GIF or JPEG or Flash + JPGE/GIF
FILE WEIGHT:	GIF/JPEG – maximum 20k Flash – maximum 30k
FILE DIMENSIONS:	(W) 728 pixels x (H) 90 pixels / (W) 468 pixels x (H) 60 pixels
ALT TEXT COPY (OPTIONAL):	Maximum 40 characters
FRAME RATE:	24 frames p/sec
ANIMATION ALLOWED:	Yes
ANIMATION TIME:	15s (3 loops permitted)
BEHAVIOURAL REQUIREMENTS:	Mouseover expansion allowed: No Auto audio allowed: No
3RD PARTY AD SERVING ALLOWED:	Yes
DELIVERY LEAD TIME:	5 days
CLIENT APPROVAL:	Not applicable
YOUR AD WILL BE PLACED:	Run of site OR all rents pages OR all for sale pages AND/OR all photo pop up windows

DISPLAY ADVERTISING

SKYSCRAPER

CREATIVE TYPES: GIF or JPEG or Flash + JPGE/GIF

FILE WEIGHT: GIF/JPEG – maximum 20k
Flash – maximum 30k

FILE DIMENSIONS: (W) 728 pixels x (H) 90 pixels / (W) 468 pixels x (H) 60 pixels

ALT TEXT COPY (OPTIONAL): Maximum 40 characters

FRAME RATE: 24 frames p/sec

ANIMATION ALLOWED: Yes

ANIMATION TIME: 15s (3 loops permitted)

BEHAVIOURAL REQUIREMENTS: Mouseover expansion allowed: No
Auto audio allowed: No

3RD PARTY AD SERVING ALLOWED: Yes

DELIVERY LEAD TIME: 5 days

CLIENT APPROVAL: Not applicable

YOUR AD WILL BE PLACED: Run of site OR all rents pages OR all for sale pages

DISPLAY ADVERTISING

EMAIL ALERT BANNER

CREATIVE TYPES: GIF, JPEG

FILE WEIGHT: Maximum 20k

FILE DIMENSIONS: (W) 468 pixels x (H) 60 pixels

3RD PARTY AD SERVING
ALLOWED: No

DELIVERY LEAD TIME: 5 days

CLIENT APPROVAL: Not applicable

YOUR AD WILL BE PLACED: In Homehound's daily & weekly property alert emails.

DISPLAY ADVERTISING
EXPANDABLE LEADERBOARD

CREATIVE TYPES: Flash + alt GIF, Video (AVI or MOV) + alt GIF

FILE WEIGHT: GIF - maximum 20k
 Initial Flash - maximum 30k
 Expanding Panel - maximum 100k
 Video - 2.5mb compressed (15s)

FULL DIMENSIONS: Initial Width - 728 pixels
 Initial Height - 90 pixels
 Full expanded Width - 728 pixels (no expansion)
 Full expanded Height - 315 pixels

PANEL EXPANDS: Down only

MAX ANIMATION TIME: 15s

ANIMATION ALLOWED: Yes

RETRACTED ANIMATION TIME: 15s (3 loops permitted)

BEHAVIOURAL REQUIREMENTS: Mouseover expansion allowed: Yes, but on rollout must resolve
 Active 'close' button: Yes, top right of flyover for duration of expansion (minimum hotspot: 70 x 30) + prominent text reading 'close' and icon.
 Auto audio allowed: No

3RD PARTY AD SERVING ALLOWED: Yes

DATA CAPTURE ALLOWED: Yes

DISPLAY ADVERTISING

EXPANDABLE LEADERBOARD CONT.

DELIVERY LEAD TIME: 5 days flash, 10 days video

CLIENT APPROVAL: Not applicable

YOUR AD WILL BE PLACED: Run of site OR all rents pages OR all for sale pages
AND/OR all photo pop up windows

DISPLAY ADVERTISING

EXPANDABLE MEDIUM RECTANGLE

CREATIVE TYPES: Flash + alt GIF, Video (AVI or MOV) + alt GIF

FILE WEIGHT: GIF - maximum 20k
Initial Flash - maximum 30k
Expanding Panel - maximum 100k
Video - 2.5mb compressed (15s)

FULL DIMENSIONS: Initial Width - 300 pixels
Initial Height - 250 pixels
Full expanded Width - 560 pixels
Full expanded Height - 250 pixels (no expansion)

PANEL EXPANDS: Left if positioned on right side of page and vice versa.

MAX ANIMATION TIME: 15s

ANIMATION ALLOWED: Yes

RETRACTED ANIMATION TIME: 15s (3 loops permitted)

BEHAVIOURAL REQUIREMENTS: Mouseover expansion allowed: Yes, but on rollout must resolve
Active 'close' button: Yes, top right of flyover for duration of expansion (minimum hotspot: 70 x 30) + prominent text reading 'close' and icon.
Auto audio allowed: No

3RD PARTY AD SERVING ALLOWED: Yes

DATA CAPTURE ALLOWED: Yes

DISPLAY ADVERTISING

EXPANDABLE MEDIUM RECTANGLE CONT.

DELIVERY LEAD TIME: 5 days

CLIENT APPROVAL: Not applicable

YOUR AD WILL BE PLACED: Run of site OR all rent pages OR all for sale pages

SPONSORSHIPS

HOMEPAGE TEXT LINK

Have your brand or product linked to from Homehounds front page.

CREATIVE TYPES:	Text
FILE DIMENSIONS:	Title - 25 characters Body - 75 characters
BEHAVIOURAL REQUIREMENTS:	Custom text with hyperlink
3RD PARTY AD SERVING ALLOWED:	Yes
DELIVERY LEAD TIME:	1 day
CLIENT APPROVAL:	Yes
YOUR AD WILL BE PLACED:	Homepage

SPONSORSHIPS

SMS ALERT SPONSORSHIP

Speak to us about what you would like to achieve and we will provide custom advice and specifications for your Homehound advertorial and supporting promotion.

CREATIVE TYPES: Text

FILE DIMENSIONS: 130 characters

**3RD PARTY AD SERVING
ALLOWED:** No

DELIVERY LEAD TIME: 1 day

CLIENT APPROVAL: Yes

YOUR AD WILL BE PLACED: On tail of every SMS send out

STANDARD SPECIFICATIONS

Please note that these specifications have been set to allow for the best performance of your advertisement on the Homehound site. Provision of advertising creative which does not meet these specifications may cause the run of your creative to be delayed and sent back for amendments.

LINKING URLS:

- Must be domain name based. IP addresses cannot be used for linking URLs
- Must open in a new browser window when clicked
- Must be live at time of submission to allow for testing

USER ACTIONS:

- Must be initiated by user click
- No mouseover starts except on expandable leaderboard and rectangle
- All expanding ads must be user initiated
- All expanding ads must contain prominent 'close' button and icon
- All audio must be user initiated

ANIMATION:

- May run for maximum 15 seconds
- Looping is permitted and there is a limit of 3 loops

AUDIO:

- Must be user generated (except OTP)
- Must include a prominent on/off button

RICH MEDIA:

- Must have alternative GIF version of creative for non-flash users

SERVING:

- Ads are served via Javascript ad calls, not iframes
- Ads are served via Java Script tags
- Third party Ad tags are accepted

CONTENT POLICY

HOMEHOUND ADVERTISING CONTENT POLICY

At Homehound the integrity of our brand is important to us, just as the integrity of our advertisers' brands is important to them. Therefore, we reserve the right to reject creative which is not faithful to the integrity of our brand and which might be regarded by our users as offensive, annoying, in poor taste, misleading or deceptive.

We expect our advertisers to submit creative that is intended to garnish the greatest possible volume of attention to your brand, but please do not submit creative which is intended to resemble Homehound branding/content, unless otherwise agreed with us as part of a custom solutions campaign.

SUBMISSION GUIDELINES

HOMEHOUND ADVERTISING CONTENT POLICY

- Standard display advertisements (i.e. all non-custom solutions advertising) must be delivered to Nicola Pound, Campaign Manager, at least 5 days prior to live date.
- All standard display advertisements must be approved by client prior to submission. No changes to creative after launch of campaign are permitted unless agreed prior to launch of campaign.
- All display advertising must conform to the specifications described in this document. Ads which do not conform to these specifications will be returned for amendment. Return of creative for amendment may result in delay of launch date, shortening of campaign duration or postponement of campaign.
- We prefer it if you deliver your creative and accompanying tags and IO by disc to the following address:

Attn: Nicola Pound, Campaign Manager
Homehound – Campaign management
Westside, Level 2 Suite C
83 O’Riordan Street
Alexandria NSW 2015

However, if you prefer to deliver via email, please send all your creative;
to: Nicola Pound (npound@responsedirective.com.au)
cc: Erika Tong (etong@responsedirective.co.nz)
and Producer Belinda Campo (bcampo@homehound.com.au).

Should you need to contact Homehound about your advertising campaign please telephone your contact on 02 9469 5400.

- You need to supply:

Flash ad (.swf + .fla) + alt GIF + alt text (optional) + click thru URL + IO
or Flash ad (.swf + .fla) + alt GIF + alt text (optional) + ad tag + IO
or GIF/JPG ad + alt text (optional) + click thru URL + IO
or Gif/JPG ad + alt text (optional) + ad tag + IO
or Video (.AVI or .MOV) + alt GIF + alt text (optional) + click thru URL + IO
or Video (.AVI or .MOV) + alt GIF + alt text (optional) + ad tag + IO
or XML feed + IO