

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

Leaderboard (top)

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

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

Newsletter Leaderboard (top) or Medium Rectangle

CREATIVE TYPES: GIF, JPEG

FILE WEIGHT: Maximum 20k

FILE DIMENSIONS: (W) 728 pixels x (H) 90 pixels (Leaderboard)
or (W) 300 pixels x (H) 250 pixels (Medium Rectangle)

3RD PARTY AD SERVING
ALLOWED: No

DELIVERY LEAD TIME: 5 days

CLIENT APPROVAL: Not applicable

YOUR AD WILL BE PLACED: In Younger You's weekly newsletter per schedule

OTP

CREATIVE TYPES:	Flash
FLYOVER FILE DIMENSIONS:	(W) 500 pixels x (H) 500 pixels
LEAVE BEHIND FILE DIMENSIONS:	(W) 288 pixels x (H) 90 pixels
FLYOVER VISUAL PRESENTATION:	Opaque
MAX ANIMATION TIME:	15s (3 loops permitted)
BEHAVIOURAL REQUIREMENTS:	Mouseover expansion allowed: No 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: Yes
3RD PARTY AD SERVING ALLOWED:	Yes
DELIVERY LEAD TIME:	5 days
CLIENT APPROVAL:	Not applicable
HOST APPROVAL:	Yes, all OTP creative subject to Younger You approval.
YOUR AD WILL BE PLACED:	On Younger You's homepage.

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



Your Trusted Anti-Ageing Source

ADVERTISING SPECIFICATIONS

Expandable Leaderboard cont.

DELIVERY LEAD TIME: 5 days flash, 10 days video

CLIENT APPROVAL: Not applicable

YOUR AD WILL BE PLACED: Run of the site

Expandable 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



Your Trusted Anti-Ageing Source

ADVERTISING SPECIFICATIONS

Expandable Rectangle cont.

DELIVERY LEAD TIME: 5 days

CLIENT APPROVAL: Not applicable

YOUR AD WILL BE PLACED: Run of the site (except Younger You TV & Forums)

Interactive Video Streaming (Younger You TV)

You may elect to have your Younger You video ads served by a 3rd party or by Younger You. This page provides the specs for Younger You served ads. For 3rd party specs please see over page. There are two aspects to an interactive video ad: the in-video overlay and a 120 x 600px skyscraper which sits alongside the video player

CREATIVE TYPES:

Overlay:	AVI + GIF/ipg + teaser text
Med Rect:	AVI + GIF/ipg

FILE WEIGHT:

GIF - maximum 20k
 Flash 15s spot - minimum 30mb
 (must be supplied as uncompressed .AVI or .MOV)
 Flash 30s spot - minimum 60mb
 (must be supplied as uncompressed .AVI or .MOV)

Files will be converted by Younger You to 800kb-1000kb as a streaming .swf which calls an .flv file

FILE DIMENSIONS:

Overlay:	Initial Width (teaser overlay) - 220 px Initial Height (teaser overlay) - 60 px Full expanded Width - 400 px Full expanded Height (no expansion) - 300 px
Skyscraper:	Width - 120 px Height - 600 px (no expansion)

TEASER OVERLAY TEXT: Max. 40 characters, must contain call to action + replay button

ASPECT RATIO: 4:3

FRAME RATE: 25 frames p/sec



Your Trusted Anti-Ageing Source

ADVERTISING SPECIFICATIONS

Interactive Video Streaming (Younger You TV)

AUDIO SETTINGS:	Rate - 48000 Format - 16 max.
MAX ANIMATION TIME:	15 - 30s
ANIMATION ALLOWED:	Yes
BEHAVIOURAL REQUIREMENTS:	Mouseover expansion allowed: No Auto audio allowed: Yes

Interactive Video Streaming (Younger You TV)

You may elect to have your Younger You TV video ads served by a 3rd party or by Younger You. This page provides the specs for 3rd party ads. For Younger You served specs please previous page. There are two aspects to an interactive video ad: the in-video overlay and a 120 x 600 pixel skyscraper which sits alongside the video player

CREATIVE TYPES:

Overlay:	XML feed (must contain small .swf + large .swf + link)
Med Rect:	XML feed (must contain .swf + link)

FILE WEIGHT:

Flash 15s spot:	Minimum 30mb Maximum 50mb
Flash 30s spot:	Minimum 60mb Maximum 100mb

FILE DIMENSIONS:

Overlay (sml swf):	Initial Width (teaser overlay) - 220 px Initial Height (teaser overlay) - 60 px
Overlay (lrg swf):	Full expanded Width - 400 px Full expanded Height (no expansion) - 300 px
Skyscraper:	Width - 120 px Height - 600 px (no expansion)

TEASER OVERLAY TEXT: Max. 40 characters, must contain call to action + replay button

OVERLAY ASPECT RATIO: 4:3

FRAME RATE: 25 frames p/sec

AUDIO SETTINGS:

Rate - 48000
Format - 16 max.

MAX ANIMATION TIME: 15 - 30s

Interactive Video Streaming (Younger You TV)

ANIMATION ALLOWED: Yes

BEHAVIOURAL REQUIREMENTS: Mouseover expansion allowed: No
Auto audio allowed: Yes
SWF must trigger close function on time limit: Yes

DATA CAPTURE ALLOWED Yes: Note that 3rd Party ad served Younger You TV advertisements will need to be supplied to us in XML format. See bottom of this page for example of feed.

DELIVERY LEAD TIME: 10 days

CLIENT APPROVAL: Not applicable

YOUR AD WILL BE PLACED: Younger You

XML FEED EXAMPLES: This is the 300x250 medium rectangle advertisement (next to the main video)

```
<advertisement>  
  <image>http://www.example.com/creative.gif</image>  
  <click>http://www.example.com/click_url.html?123123</click>  
</advertisement>
```

This is the overlay advertisement (over the top of the main video)

```
<advertisement>  
  <small>http://www.example.com/small.swf</small>  
  <large>http://www.example.com/large.swf</large>  
  <click>http://www.example.com/click_url.html?123123</click>  
</advertisement>
```

CUSTOM SOLUTIONS

Advertorial

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

CREATIVE TYPES: GIF, JPEG, Flash + edited copy

FILE WEIGHT: Custom spec.

FILE DIMENSIONS: Custom spec.

FRAME RATE: 24 frames p/sec

ANIMATION ALLOWED: Yes

ANIMATION TIME: 15s (3 loops permitted)

BEHAVIOURAL REQUIREMENTS: Mouseover expansion allowed: No

3RD PARTY AD SERVING ALLOWED: No

DELIVERY LEAD TIME: 15 days prior to live date

CLIENT APPROVAL: One round only.

STANDARD SPECIFICATIONS

Please note that these specifications have been set to allow for the best performance of your advertisement on Younger You 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 except OTP

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



Your Trusted Anti-Ageing Source

ADVERTISING SPECIFICATIONS

YOUNGER YOU ADVERTISING CONTENT POLICY

At Younger You 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 Younger You branding/content, unless otherwise agreed with us as part of a custom solutions campaign.

SUBMISSION GUIDELINES

- Standard display advertisements (i.e. all non-custom solutions advertising) must be delivered to Kate Oliver, Senior Producer, 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: Kate Oliver - Senior Producer
Younger You
Level 3, 62 – 64 Riley St
East Sydney NSW 2010

However, if you prefer to deliver via email, please send all your creative;
to: Kate Oliver koliver@idmco.com.au
cc: Jana Bartak (jbartak@idmco.com.au).

Should you need to contact Younger You about your advertising campaign please telephone your contact on 9469 5430.

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



Your Trusted Anti-Ageing Source

ADVERTISING SPECIFICATIONS