GumtreeMedia

Media Specs

GumtreeMedia

Sections

Standard ads

Ad Unit Name	Dimensions (W x H) PX	Maximum File Size		Animation/ Looping	File Format	Audio
		IMAGE	HTML5			
MREC	300x250	40KB	100KB	Yes	GIF, JPEG, PNG, HTML5 (HTML5 via 3rd party secure tags) Flash not accepted	User Initiated only
Half Page	300x600					
Leaderboard	728x90					
Wide Skyscraper	160x600					

Ad Unit Name	Dimensions (W x H) PX	IMAGE	File Format	Audio	Creative
Native Video	300x250	15sec 30sec 60sec 120sec supported	Video plays when in-view	90 character description text	Brand logo 30 character CTA

Creative & Execution

This creative execution can be hosted by:

1. Gumtree's internal ad serving system
2. Delivered via JavaScript – 'redirect tags' are hosted by a 3rd party ad serving vendor
3. Always supply a 'click through URL' with your creative assets
4. Always supply Secure Tags
5. Please minimise the CPU load of any Ad Units submitted. Any ads that cause excessive CPU load and damages user experience once tested on the page won't be accepted.

Note: Internal redirect tags from DCM are preferred rather than JavaScript redirect tags.

Lead Time & Delivery

- All 3rd party creative should be delivered to Gumtree via 3rd party secure ad serving tags

See Rich Media section for audio, video, data capture etc.

- All material must be delivered at least five (5) working days prior to campaign launch
- This is to ensure technical and internal concept approval.

Note: If creative is late an estimated percentage of impressions, equivalent to the prorated daily inventory level will be cancelled from the total impressions booked.

NOTE: Gumtree reserves the right to change the specifications without notice at any time

Mobile web & app display

Mobile Web & App

Ad Unit Name	Dimensions (W x H) PX	Recommended File Size	Maximum File Size	File Format	Audio
Mobile Banner	320x50, 320x100	15KB	40KB	GIF, JPEG, PNG (HTML5 for Mobile site only, not App. HTML5 provided via 3rd party secure tags)	User Initiated only
MREC	300x250				

Mobile App

Ad Unit Name	Dimensions (W x H) PX	Creative Template	Tracking	File Format
SRP Native Banner	320x100	Logo: 100px x 113px Description: Header 25 chars Body 50 chars CTA 24 chars	Click & Impression tracking available (secure tags only)	Responsive Creative Template (Gumtree Internal)
VIP Native Text Link	320x100	Logo: 32px x 32px Description: 60 chars	N/A	N/A

Ad Unit Name	Dimensions (W x H) PX	IMAGE	File Format	Audio	Creative
Native Video	300x250	15sec 30sec 60sec 120sec supported	Video plays when in-view	90 character description text	Brand logo 30 character CTA

Mobile web & app display continued

Creative & Execution

1. App ad units are hosted by Gumtree only
2. 'Click' and 'Impression' trackers can be 3rd party served only (secure tags)
3. Mobile ad units can be 3rd party served (secure tags)
4. Video is allowed but max 30 seconds with user-initiated tap
5. Sound is also allowed but only upon user-initiated tap

Possible Tap/Press Through

- Turn sound on
- Download iOS app – link to App store
- Download Podcast – iTunes
- Launch video
- Link to your mobile site
- Link to your website – smart phone browsers are adept at allowing users to view and navigate normal websites

Note: Starting January 2nd, 2017, display ads in the Flash format will not be accepted

Lead Time & Delivery

- All material must be delivered at least five (5) working days prior to campaign launch to ensure technical compatibility and internal concept approval

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Billboard

Name	Dimensions (W x H) PX	Recommended file size	Max file size	File Format
Billboard	970x250	100KB	200KB	GIF, JPEG, PNG, HTML5

Creative & Execution

1. Clickable area is restricted to the Billboard dimensions
2. The Billboard should end at a static frame with advertising branding
3. The ad unit isn't required to collapse or have a close button, as this execution remains in its 970x250 size for its lifetime
4. The Billboard isn't to expand under any circumstances
5. Other ad units on page are sold separately

Lead Time & Delivery

- All material must be delivered at least five (5) working days prior to campaign launch to ensure technical compatibility and internal concept approval
- The creative can be hosted by Gumtree or a 3rd party via Secure tags
- It doesn't require a collapsed version or feature a close button
- If the ad unit is hosted by Gumtree a 'Click URL' must be delivered
- Impression tracking is optional
- Audio may be permitted on click with prior consent from Gumtree
- Video is permitted in the Billboard but must be user initiated and can't have auto-sound-on
- Expansion is permitted on the billboard but must be user initiated
- MREC 300x250 is to be provided along with the Billboard creative if sold as part of a 'Homepage Buyout'

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Expandable ads

Ad Unit Name	Dimensions (W x H) PX	Exp. Dimensions (W x H) PX	Base File Weight	Rich Media Weight (3rd Party ad served)	File Format
MREC	300x250	600x350	40KB	100KB	GIF, JPEG, PNG, HTML5
Leaderboard	728x90	728x180			

Creative & Execution

1. Rich media creative executions are interactive, highly engaging ad formats and usually combining a number of technologies
2. Typical rich media executions are expanding ads and video rectangles
3. Rich media creative executions may include click initiated sound, video and data-capture

Lead Time & Delivery

- All rich media creative executions, must be loaded after completion of the page load ('politely')
- All material must be delivered at least five (5) working days prior to campaign launch, to ensure technical compatibility and internal concept approval
- All ad creative must be delivered via 3rd party ad tags
- 3rd party redirect tags must be live when submitted
- All material must be delivered at least five (5) working days prior to campaign launch, to ensure technical compatibility and internal concept approval
- Auto initiated rich media ads are frequency capped, typically 1 impression | UB | day
- Audio content must be click initiated
- Strobing effects and fast animations are not allowed

Note: CPU load limitations apply to all rich media creative

Close Button Guidelines

- Floating rich media creative executions are required to include a standard close button – typically in the top-right corner of the creative, while
- Expanding ads should include the 'close button' on part of the expanded panel and not overlap the retracted area / state of the ad.

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Partnership placements

Ad Unit Name	Dimensions (W x H) PX	Creative Template	Tracking	File Format
SRP Partner Module	300x100	Logo: 180px (w), 90px (h) JPG, GIF, PNG Text Description: 186px (w) Header 20 characters Body 40 characters CTA 24 characters	Click & Impression tracking available	Responsive Creative Template (Gumtree Internal)
VIP Pricing Text Link	720x60	50 character limit		
VIP Description Text Link	300x30	Logo: 30px (w) x30px (h) Text: 25 characters		
VIP Integrated Module	810x140	Logo: 210px (w) Description: 239px (w) 35 characters, header 100 characters, supporting copy CTA: 239px (w) 60 characters, primary message 25 characters, call to action		
VIP Native Text Link - App	Native	Logo: 72px (w) x 72px (h)-Android Logo: 100px (w) x 100px (h)-IPhone Header: 25 Char Description 35 Char	Click & Impression tracking available	Creative Template (Gumtree Internal)
Cars HP Partner link	Native	Logo: Android 72x72 iOS 100x100 Header: 25 Char Description: 30 Char	Click & Impression tracking available (secure tags only)	Responsive Creative Template (Gumtree Internal)

Partnership placements continued

Creative & Execution

Partnerships utilise a creative template, which is native to the site and responsive – they're highly engaging due to their relevance within the users search/browse experience.

The client needs to provide:
1. Logo
2. Text and click
3. URL/click Impression tracking
4. Gumtree takes care of the rest (impression tracking isn't compulsory)
5. Click URLs/click tracking and impression tracking must be live when submitted

Lead Time & Delivery

• All material must be delivered at least five (5) working days prior to campaign launch to ensure technical compatibility and internal concept approval

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General rules

Advertising Must

1. Be of sufficient quality – i.e. meeting professional design standards, using suitable image resolutions etc.
2. Leave users to remain in full control of rich media units, i.e. able to terminate, shut down or minimise overlays, players etc.
3. Include a 1px solid border with at least 20% contrast against its environment. Note that custom and integrated ad shapes and executions may be excluded at the discretion of Gumtree
4. Include: in case of media rich and interactive creative – a static or animated fall back creative format to be served to users with low powered devices, without sufficient plugins or where JavaScript disabled.

Advertising Must Not

1. Destroy, disrespect or pretend to be content
2. Contain nudity, profanity or violence
3. Contain strobing effects and rapid image sequences
4. Contain uninitiated sound
5. Disable form fields, navigation or other site functionality
6. Contain program calls to another site or executable file
7. Set third, fourth etc. party cookies for pre- or re-targeting purposes isn't permitted

More Information

- If creative is late, an estimated percentage of impressions that are equivalent to the prorated daily inventory level will be cancelled from the total impressions booked

- Gumtree reserves the right to remove or request the removal / revision of any creative that is deemed unsuitable

- Gumtree may, at its absolute discretion, refuse to publish any advertisement

- Gumtree reserves the right to reject / remove any rich media ad from rotation that does not meet creative specifications, contravenes guidelines or adversely affects site performance other ad placements or user experience

NOTE: Gumtree reserves the right to change the specifications without notice at any time