

Ad specifications

- Acceptable files .GIF, JPG or .SWF (we do not accept .SWF from SWISH)
- SWF or HTML tags cannot be used on html newsletters.
- Any creative received in HTML format can not be ad-served.
- No more than two different creatives will be uploaded per monthly booking.
- No more than 4 rotations recommended for animations. No looping restrictions.
- All creative MUST be supplied with a click through URL unless you are tracking the user details from your end.

Flash creative

We do not accept flash files for the enewsletter.

You must follow and supply the following three components:

1. SWF file must contain the exact Action code below*:

```
on (release) {  
    getURL (_level0.clickTag, "_blank");  
}
```

2. An alternate GIF file
3. The click-through URL.

* The Action code can only be modified by the designer/creator of the .SWF file. The specifications above do not apply to .SWF that is served via HTML redirect tags.

Note: Creative material must be supplied five working days before the upload date. If the material is received late by traffic@connectiononline.com.au an extension of online time at the completion of the campaign will not be guaranteed and the full monthly rate will be charged irrespective of the actual length of the campaign. Any bookings moved or cancelled after receipt of signed form will be charged at the full rate.

Disclaimer: Connection Online cannot be held responsible for the reproduction of material that does not adhere to any specifications outlined within this document.

email ads to : traffic@connectiononline.com.au

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