

Job Site Web Furniture

Publication Day: Daily (Mon - Sat)

Copy Deadlines: Varies – See below

Types of Web Furniture	Maximum File Size	Dimensions (Pixels)
• Buttons	4k	120w x 120h (1pt 50% grey border)
• Web Logos	4k	150w x 60h
• Editorial Buttons	4k	128w x 64h
• Banner	30k	468w x 60h
• MPU	30k	300w x 250h
• Expandable Banner	30k	468w x 60h (start height) 468w x 300h (Expanded height)

(1pt border should be included for banners with light/white backgrounds)

Delivery Methods

- Buttons..... Gif file with click-through Url
- Buttons (set on-site)..... Logo & text (including job title) supplied to grswebsupport@guardian.co.uk (Max 40 Characters)
- Web logos..... Gif file of company logo to correct size
- Web logos (set on-site)..... Gif file of company logo, which we will crop to correct size
- Banners..... Gif file with click-through links – Can be animated
- Banners (set on-site) Images and text supplied to grswebsupport@guardian.co.uk - Can be animated. (We can provide simple, original illustrations but no photographic or copyright material)
- Expandable Banners..... We require third party hosting and serve ads through an iframe, so require you to provide code to allow the ad to expand.
We fully support expandable creative from the following third parties (other third party ad code will require further technical time):
Tangozebra; Eyeblaster; DART Motif; Flashtalking;
ICG; Atlas RM; Pointroll
Creative must contract on roll-off

General Notes

- White Creative..... All white and light coloured creative should have a 1pt dark border to clearly mark its boundaries (Note: all buttons must have a 1pt 50% grey border)
- Click-through..... All external links must open into a new browser window
- Approval/Testing..... All material is subject to editorial approval – Rich media campaigns are subject to testing
- Copy Deadline/Lead Time..... Please allow 2 days for buttons, 1 day for Web Logos & 2 days for Banners
- Content..... We will not carry any form of advertising that is deemed to be misleading or confusing to our users

Notes: Guidelines on Photosensitive effects (affecting people with complaints such as epilepsy and migraine)

general flash threshold

A sequence of flashes or rapidly changing image sequences where both the following occur:

1. the combined area of flashes occurring concurrently (but not necessarily contiguously) occupies more than one quarter of any 335 x 268 pixel rectangle anywhere on the displayed screen area when the content is viewed at 1024 by 768 pixels and...
2. there are more than three flashes within any one-second period.

Note: For the general flash threshold, a flash is defined as a pair of opposing changes in brightness of 10% or more of full scale white brightness, where brightness is calculated as $.2126^*R + .7152^*G + .0722B$ using linearized R, G, and B values. Linearized-X = $(X/FS)^{2.2}$ where FS is full scale (usually 255 today). An "opposing change" is an increase followed by a decrease, or a decrease followed by an increase.

red flash threshold

A transition to or from a saturated red where both of the following occur:

1. the combined area of flashes occurring concurrently occupies more than one quarter of any 335 x 268 pixel rectangle anywhere on the displayed screen area when the content is viewed at 1024 by 768 pixels and
2. there are more than three flashes within any one-second period.

Please see next page for Video Specifications...

Video Specifications

- Recruiting now! (Job ad videos) –1 minute maximum
- What it's like to work for... (Employer profile videos) – 3 minutes maximum

	Preferred:	Low bandwidth:
Video:	Quicktime mov or mp4	Quicktime mov or mp4
Codec:	H.264	H.264
Dimensions:	PAL (720x576)	512x384
Frame rate:	PAL (25fps)	25fps
Bitrate:	4500 Kb/s or better	3000 Kb/s (if it still looks OK)
Audio:	AAC or MP3	MP3
Sample rate:	48,000Hz	48,000Hz
Bitrate:	500kbps	64kbps
Bitsper sample:16bit	16bit	
Channels:	Stereo	Mono

We can accept some other formats however this may reduce the quality of your video.

Further Information

Due to the sometimes complicated nature of any web content it is not possible for us to cover every possible aspect and specification. Please feel free to contact us to discuss these specifications or any other Guardian Unlimited related topic.

Supply of copy/Technical Specifications..... grswebsupport@guardian.co.uk