

GUIDELINES AND POLICIES OF ADVERTISING

ADVERTISING TERMS

Detailed in point form, please see the below:

- All ads must adhere to their relative guideline(s) and specifications
- If ad does not meet guidelines or specifications provided it will be returned to advertiser which in return could possibly delay launch
- All ads must be submitted to the general or project manager of the nominated website to be advertised on 4 days prior to launch
- Rich media must be approved prior to submission

- On submission of ad, the following must be provided:
 - Advertiser name
 - Placement number
 - Trafficking instructions
 - Creative files
 - Alternate text (if applicable)
 - Linking URL
 - 3rd party tags (if applicable)
 - 3rd party tags must be available prior to launch to allow time for thorough testing of links
 - For flash ads, an alternative image in jpeg or gif format must be provided in case the browser/viewer does not have flash 6 or better installed their machines
 - AHL has the rights to refuse any ad submitted without reason
 - AHL reserves rights to vary the placement of an ad with a website or other media source
 - AHL reserves the right to shrink file sizes by up to 20% without the consent or notification of the advertiser
 - AHL will not check for grammar, spelling or any other proofing of ad on submission
 - Submissions must be sent between the operating hours of 9am to 5pm Monday to Friday (excluding holidays)
 - AHL has the rights to remove an ad due to misleading advertising without the consent of the advertiser

POLICIES OF ADVERTISING

Detailed in point form, please see below:

- If the ad wishes to collect personal information, the advertiser will need to provide:
 - Clear identification of the organization

- Direct link to the advertisers privacy policy
- Privacy policy link must be provided near submit link/button
- Clearly identify the reason for collecting information
- Cookies cannot be set on the nominated AHL media
- AHL may collect information about the ad being served on the nominated media for internal research and technology/marketing enhancements
- All ads must adhere to AHL legal policies
- Additional disclosure may be requested depending on the type of ad

FLASH GUIDELINES

Detailed in point form, please see the below:

- Flash versions: 5, 6, 7 and 8 are allowed
- Flash file must not exceed 30K under any circumstance
- Additional streams may load upon user click (additional streams must not exceed 100K)
- All flash files must be hosted by AHL
- Alternate images must be provided in the case that browsers cannot execute flash ad
- All alternate images must be provided in .gif or .jpeg formats
- No sounds cannot be auto initiated, all sounds must be played by user click
- No links are to be embedded in flash object
- Flash object must fit in the dimensions provided for ad placement
- Frame rate must not exceed 24 fps, AHL recommends 18 fps
- Cross domain loading is not permitted
- All creative is subject to AHL approval

Flash 6 Specs

- Flash 6 SWF file can be published as compressed
- Loading of JPGs, WAVs and Mp3s are allowed but must follow the same rule as additional swf files of no more than 3 @ 100K each. All additional files must be hosted by AHL
- Shared objects are not permitted
- Accessing user microphone or webcam is not permitted

Flash 7 & 8 Specs

- All specs of flash 6 apply to flash 7 and 8 ads
- Streaming video is allowed when using FLV streaming format. FLV files are treated the same as additional SQF files of no more than 4 @ 100K each. All additional files must be hosted by AHL
- Use of clip board is not permitted

GENERAL GUIDELINES

General guidelines are provided as a brief overview of the standards of advertising on the event cinemas website or those of the AHL body group. The general guidelines combine guidelines, policies and terms of the AHL-OAG (Online Advertising Guide) – Please see below in point form:

- All creative materials must be supplied
- Creative materials should not contain rapid image sequences
- Must not affect any site forms or other functionality
- Must not call any executable files
- Must adhere to the advertising policies, terms and guidelines
- Must disable or modify standard browser functionalities
- All links must open in a new window
- Forms must use GET method
- Videos, sounds and other animations must be instigated by a clearly defined “play” button
- All advertisements must be submitted 3 days in advance of launch
- Recommended period is a minimum of 5 days in advance of launch
- When preparing your ad, be aware AHL displays all ads in iFrames
- All ads should have alternative text
- All flash ads should have alternative text and image
- Max chars for alternative text is 30
- To better online responses to your ad, AHL recommends a minimum 3 word description of the ad being provided
- All AHL ad policies, guidelines and terms can change at any time without prior notice

ADVERTISING BREAKDOWN

WEBSITE ADVERTISING

In the previous section of this document, guidelines related to the ad media was provided in a broader detail – In this reading the following will be detailed:

- Ad placements
- Ad sizes
- Rules, Policies and Terms of advertising
- Related websites

Available units on website advertising are to meet the criteria of: *(measured in pixels)*

Medium rectangle	300*250
Rectangle	180*150
Leader board	728*90
Wide Skyscraper	160*600
Half Page Ad	300*600
Micro Bar #2	120*60
Micro Bar	88*31

Marked in bold are the universal ad packages (UAP)

The following ad sizes do not meet IAB criteria but maybe considered under certain circumstances: *(measured in pixels)*

Square pop up	250*250
Vertical Rectangle	240*400
Large Rectangle	336*280
3:1 Rectangle	300*100
Pop under	720*300
Full Banner	468*60
Half Banner	234*60
Micro Bar #1	120*90
Vertical Banner	120*240
Square Button	125*125
Sky Scraper	120*600

Marked in bold have been considered standard ad sizes prior to 2010

All ads must be:

- Less than 35Kb in size and in gif media
- Less than 40Kb in size as standard flash media

- Less than 100Kb in size as rich flash media
- Raw files must be sent for flash items

IPHONE/IPAD ADVERTISING

Principle rules of advertising on any (i) device is as follows:

- No scripting
- No links
- Must be .png file
- Maximum of 1 ad spot available per device
- Raw file must be provided (i.e. psd, ai...)
- Object must not exceed 15Kb in size
- Adhere to the Ad general guidelines

See the below table for dimensions

iPhone Primary Position	300*115
iPad Primary Position	xx*xx

EDM'S ADVERTISING

Principle rules of advertising on any EDM are as follows:

- No Scripting
- Links allowed but must be approved
- Must be either .gif or .jpeg files
- No embedded links or scripts allowed
- Maximum of 1 position available per EDM
- Raw files must be provided (i.e. psd or ai)
- Objects must not exceed 35Kb in size
- Adhere to the Ad general guidelines

See table below for available dimensions:

Primary Position 1	300*250
Primary Position 2	180*150

PAGE TAKE OVER

Page take over advertising is available on selected websites in the AHL group. Take over's available by request – contact the AHL Ad Sales Team for more information on this.