Jane's 360 and janes.ihs.com

Advertising	Width x Depth(pixels)
Leaderboard 360	728x90
Mobile Leaderboard	320x50
MPU Sponsors	300x250
Continuity button	300x90
Digital Magazine Portal	300x250, 728x90

Ad serving via Google Ad Manager. www.janes.com is optimised for Google Chrome.

File Format

Image files – Animated or static GIF (72 dpi, 256 colours or less), JPEG (72 dpi). Please send file and URL or redirects / 3rd party ad tags*.

HTML5 – Supplied via Zip bundle or redirects / 3rd party ad tags*.
Please consult https://support.google.com/admanager/answer/7046799?hl=en for requirements/ limitations for Google Ad Manager.
Please use this link to flight check your HTML5 zip bundle: https://h5validator.appspot.com/dcm/asset.

* 3rd party ad tags must be SSL compatible (https).

Creative Guidelines

Hosted file size – Maximum 900KB

SSL compliance – Please ensure all resources (including secondary resources) of a creative are SSL compliant (https). Note that a click-through URL does not need to be secure. Only applies if all creative assets are not hosted by Google Ad Manager.

Loop limitations – Loop limit of three may be requested if animation is particularly distracting to users.

Multiple creatives – Jane's can accept multiple creatives for any one campaign. Default setting will be concurrent delivery of all creatives evenly unless advised otherwise. Please note that different creatives can have different associated URLs.

Videos – These are permitted, but sound must be either click or mouseover activated by the user and must have clearly marked volume control and standard video controls. Video should be hosted by a third party.

Accessibility guidelines – Please note that people with photosensitive epilepsy can have seizures triggered by flickering or flashing in the 4 to 59 flashes per second (hertz) range with a peak sensitivity at 20 flashes per second as well as quick changes from dark to light (like strobe lights). Please ensure that your creative does not feature this level of animation. Also please note it is required that we must have alt text for all ads that appear on Jane's 360.

For Wallpaper, Thought Leadership and Video Packages please contact ads@ihsjanes.com.

If you have other rich media/online advertising formats not mentioned above please contact your local Jane's sales representative to discuss details.

E-mail News Briefs
- Image/Logo maximum size 500x125 pixels (width by height), static or animated* GIF (72dpi, 256 colours or less) or JPEG (72 dpi)
- 10 words headline text (optional)
- 30-40 words of body text (optional, but recommended as not all subscribers will see/download images)
- URL to your website

*Animated GIFs must not start with a blank frame as many email managers strip out the animation leaving only the first frame visible and the image would then appear to be a blank space to some users.

If you are still unclear on format then please contact your local Jane's representative for a recent example of Jane's News Brief advertising.

Deadlines

Creative material should be supplied to us by e-mail 5 working days prior to flight date unless advised otherwise. E-mail your materials to ads@ihsjanes.com