

Our ad submission process has been created in order to ensure that campaigns begin on time and are executed as seamlessly as possible.

Terms and Conditions

We adhere to the IAB Canada Terms and Conditions and Late Creative Policy (available by request).

Creative submission

- Send consolidated files to your Board of Trade sales representative and to mail@bot.nf.ca at least three business days prior to campaign launch for standard ad creative and at least five business days prior to campaign launch for rich media format ad creative.
- The email subject line should state the advertiser name, campaign name and contract start date.
- In the case of online advertising, if standard format ad creative is being submitted, ensure that you include all creative files and the destination URL for each ad unit.
- Provide with each ad a linking URL.

Naming conventions

All creative files must be named using the following format:

Naming Convention - Ad Creative

company_campaign_size_creative version
Example: BOT_newad2009_120x600_c01.swf

Naming Convention - Ad Tags

company_campaign_size_tag version
Example: BOT_newad2009_120x600_t01.txt

The c01 or t01 at the end of either an ad creative or ad tag, stands for "creative version one" or "tag version one". Any time ad creative is revised and resent, the version should be changed to c02, c03, etc., to ensure the correct ad is trafficked.

Ad units

Max file size	File format	Max animation length	Max number in rotation
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Website: Homepage					
Bottom position leaderboard 728 x 90	40k	gif/jpg/swf	Animation: up to 15 seconds and a maximum of 3 rotations Flash: Maximum 30 frames/second, up to and including Flash 8.0. Backup gif or jpg required. Click must open new browser.		4
Skyscraper 120 x 600	40k	gif/jpg/swf	Animation: up to 15 seconds and a maximum of 3 rotations Flash: Maximum 30 frames/second, up to and including Flash 8.0. Backup gif or jpg required. Click must open new browser.		4
Vertical banner 120 x 240	40k	gif/jpg	Animation: None. Must be a static image.		4
Website: Content run of site					
Full banner 468 x 60	30k	gif/jpg/swf	Animation: None. Must be a static image.		5
Skyscrapers 120 x 600	40k	gif/jpg/swf	Animation: up to 15 seconds and a maximum of 3 rotations Flash: Maximum 30 frames/second, up to and including Flash 8.0. Backup gif or jpg required. Click must open new browser.		5
Leaderboard 728 x 90	40k	gif/jpg/swf	Animation: up to 15 seconds and a maximum of 3 rotations Flash: Maximum 30 frames/second, up to and including		5

			Flash 8.0. Backup gif or jpg required. Click must open new browser.	
Online Directory				
LOGO* 120 x 90 max.	30k	gif/jpg	None. Must be a static image.	Unlimited
Full banner 468 x 60	40k	gif/jpg/swf	Animation: up to 15 seconds and a maximum of 3 rotations Flash: Maximum 30 frames/second, up to and including Flash 8.0. Backup gif or jpg required. Click must open new browser.	5
Skyscraper 120 x 600	40k	gif/jpg/swf	Animation: up to 15 seconds and a maximum of 3 rotations Flash: Maximum 30 frames/second, up to and including Flash 8.0. Backup gif or jpg required. Click must open new browser.	5
Half page ad* 300 x 600	40k	gif/jpg and text	None. Must be a static image.	5
E-news / Upcoming Events				
Logo 120 x 90 max.	20k	gif/jpg	None. Must be static image.	3
Vertical banner 120 x 240	20k	gif/jpg/swf	Animation: up to 15 seconds and a maximum of 3 rotations Flash: Maximum 30 frames/second, up to and including Flash 8.0. Backup gif or jpg required. Click must open new browser.	

Exceptions

The St. John's Board of Trade does not support the following:

Creative guidelines

- Pop up or pop under ads.
- Ads with audio and/or video.
- Expanding ads.

- All click through urls must open in a new browser window or tab
- The Board reserves the right to reject any insertion, graphic, text description, or URL
- Ads may not employ rapid/"strobing" animation of any graphic, copy, or background element(s)
- Ads should not replicate or mimic computer error messages
- Ads should not have messaging designed to mislead members into going to a site that is unrelated to the content of the banner ad
- Banners should be encased in a border and distinct from the content. If borderless, a banner must contain the advertiser's name to signify that it is an ad creative banner, not content
- Our standards prohibit advertisers from issuing ads in such a manner that the viewer or reader believes the content is news, rather than advertising
- Board properties may not be used to imply affiliation with or an endorsement by any Board product, content, or service - unless such a relationship exists
- All creatives must be designed with a solid-colour object for your background to avoid unwanted colour conflicts with the displaying page
- A Flash ad shouldn't consistently use more than 20% of CPU on a standard computer.