BluInc

WWW.BLUINC.COM.MY

DIGITAL MEDIA KIT

Standard Ad Units	Leaderboard	Super Leaderboard	Medium Rectangle	Half Page	Page Skinning	TVC
Dimensions (width x height in pixels)	728 x 90*	970 x 90*	300 x 250	300 x 600	1580 x 700	635 x 357
File Format	JPEG/GIF	JPEG/GIF	JPEG/GIF	JPEG/GIF	JPEG	MPEG-4
File Size / Video Format	Max 40kb	Max 80kb	Max 40kb	Max 80kb	Max 200kb	Max 1440p
Cleo		✓	✓	✓	✓	✓
Cosmopolitan	✓		✓	✓	✓	✓
EH!	✓		✓	✓	✓	✓
Female	✓		✓	✓	✓	
GLAM	✓	✓	✓	✓	✓	✓
GLAM Lelaki		✓	✓	✓	✓	✓
Harper's Baazar	✓		✓	✓	✓	
Her World	✓		✓	✓	✓	
Home & Décor	✓		✓			✓
HWM	✓		✓	✓	✓	✓
ICON		✓	✓	✓	✓	
Jelita	✓		✓	✓	✓	
Marie Claire	✓		✓	✓	✓	✓
Nuyou		✓	✓	✓	✓	✓
Shape		✓	✓	✓		
The Peak	✓		✓	✓	✓	✓
The Malaysian Women's Weekly	✓		✓	✓	✓	

Material Requirements (Website)

• Material delivery through email must be attached and compressed via ZIP file accompanied with clear label and instruction
• Only ONE URL link allowed
• Subject to user's browser support

STANDARD FORMAT
• Either JPEG, **or** GIF format
• 72 DPI in RGB mode with correct dimensions

VIDEO FORMAT
• MPEG-4 would be uploaded to specific Youtube channel (with Youtube watermark and advertisements)
• Please contact Sales for white label options
• If 3rd party hosted, please provide a working embed code in <iframe>...</iframe> format

THIRD PARTY FORMAT / TAG CODES
• Image <img>…</img>, iframe <iframe>...</iframe> **or** JavaScript <script>...</script> types with correct dimensions
• Served from approved platform such as **Sizmek, Innity** or **DoubleClick**
• Blu Inc Media is not responsible for troubleshooting specific issues, including but not limited to appearance, functionality, troubleshooting, debugging, or reporting on discrepancies for any custom implementations
• Blu Inc Media can only help to confirm that your custom creative code is serving to our page properly

HTML5 FORMAT
• Would be treated as a third-party format (see above)

* Please provide Mobile Leaderboard banner (320x50 pixels) for Smartphone and Tablet devices to accompany Leaderboard and Super Leaderboard banners

The work of ART.
Fret not if you do not have an artwork ready, our team of creative talents; armed with their artistic concepts and remarkable skills, are able to cater to your creative needs.

If you have the materials to synchronize all your marketing communications, do provide them based on the specifications indicated.

Premium Ad Units
Premium Ad Units offer far more than just animation or click-through functionality to users' web surfing experience. They tickle visitors' sight and hearing, prompt visitors to explore them and thus capture their limited online attention span.

The current available rich media ad units are:

• Expandable Leaderboard
• Expandable Medium Rectangle
• Expandable Half Page
• Super Expandable Leaderboard
• Super Expandable Medium Rectangle
• Medium Rectangle with Video
• Billboard with Video

Social Media
Access to interactive Social Media like Facebook posts and Tweets and additional support via the website's weekly e-newsletter.

Booking Deadline
1 month before launch date

Ad Content Deadline
14 working days prior to campaign start date

Ad Cancellations
• No. of days required for cancellation: 7 working days
• For cancellation less than 7 working days, 50% of unused inventory will be billed

Disclaimers & Notes:
1. Any element NOT meeting the stated specifications will be returned for revision; in which case, there might be a possible delay in the expected live date.
2. All ad specifications stated indicate the maximum file size allowed. Exceeding the allowed limit stated might incur additional charges.
3. Publisher reserves the right to reject any creatives that do not adhere to the specifications stated.
4. The above specifications may be modified at the Publisher's discretion at any time.

Contact
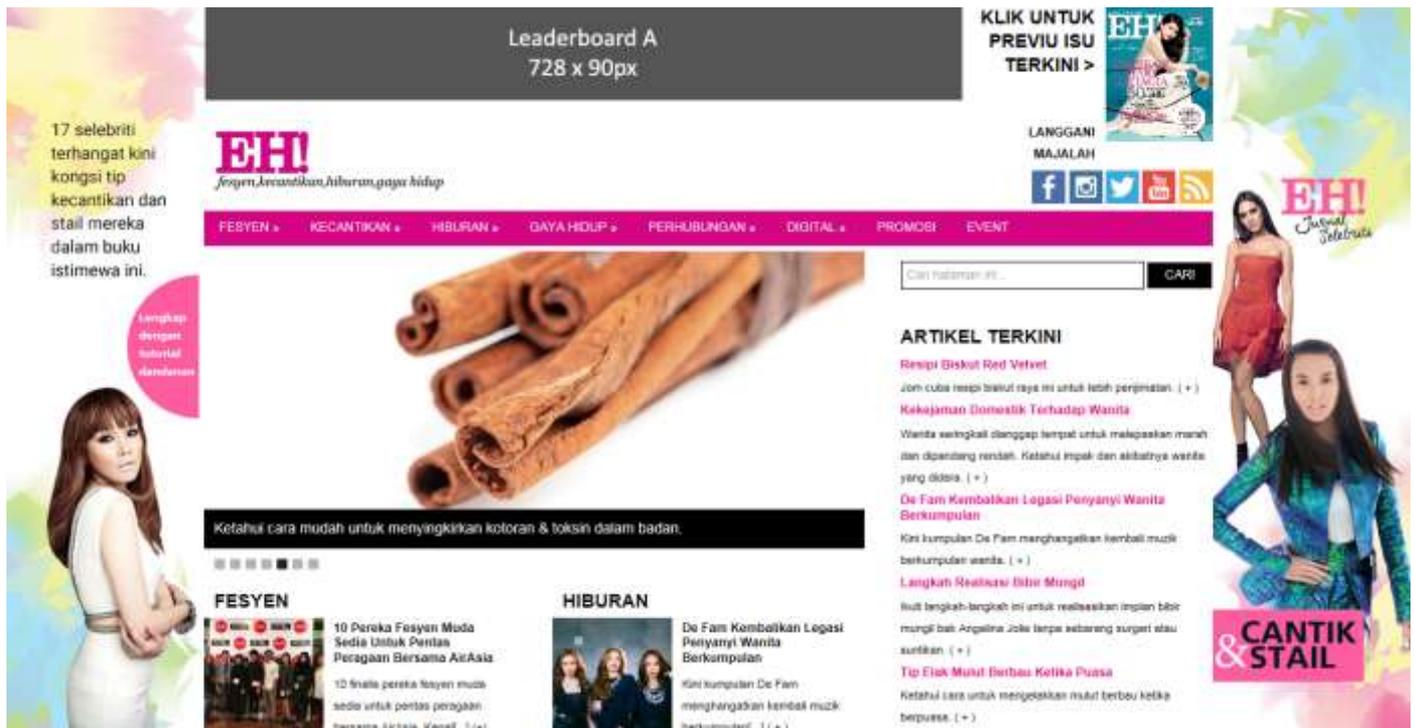All Titles - Anne Jacqueline Paul (ajpaul@bluinc.com.my)
The Peak - RA Ramesh (raramesh@bluinc.com.my)
HWM & Home & Décor - Simon Ling (simon@bluinc.com.my)

Tel: +603 7952 7000 (Sales Department)

Leaderboard

In-house production is also available to facilitate your interactive marketing needs. To take advantage of our specialised creative services, contact us for more information!
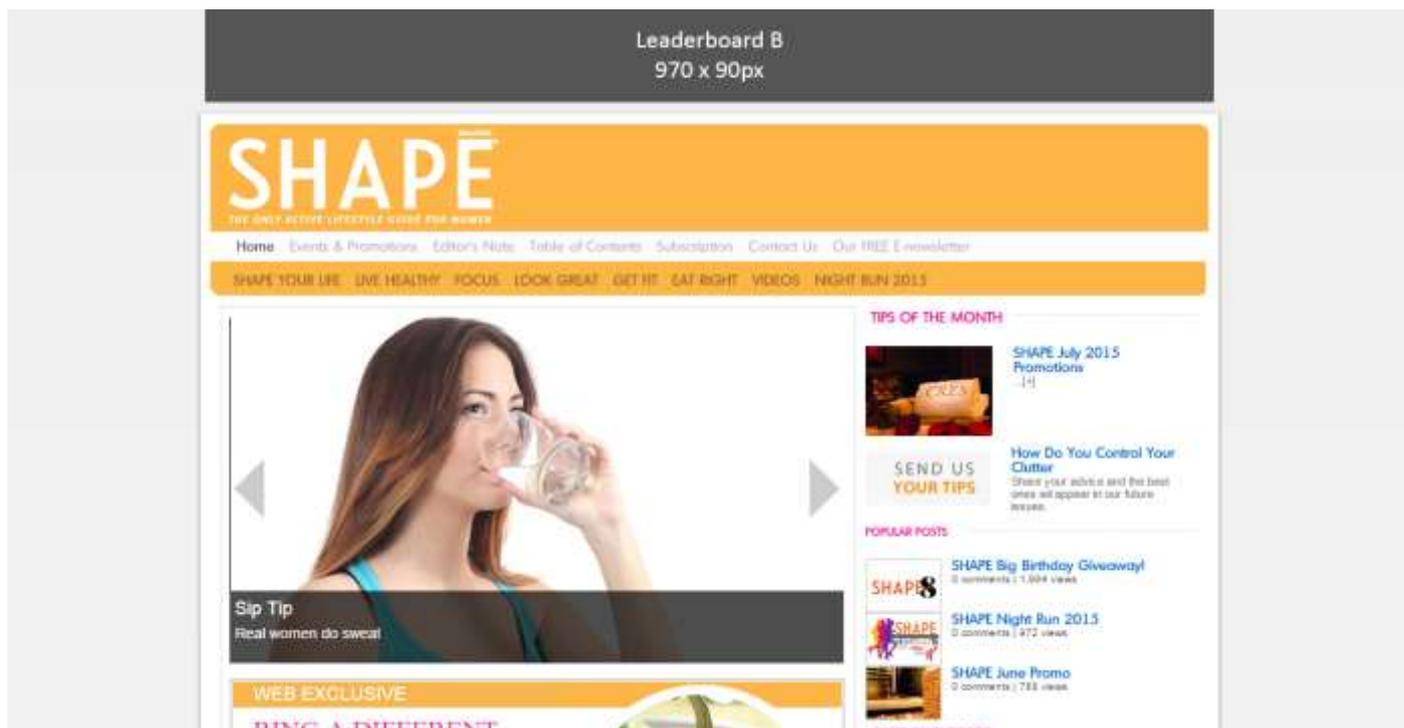

Dimension	728 pixels (width) by 90 pixels (height)	
File Size	Image (JPEG/GIF)	40kb
	HTML5	200kb (including HTML, JavaScript, CSS and images)
Links allowed	Only ONE URL	
	*Additional charges will incur if multiple links are required. Please contact us to find out about the rates.	
HTML5 Requirements		
Backup Image	HTML5 banner must be accompanied with a Backup Image (GIF/JPEG) of not more than 40kb. If it's a standalone Gif or Jpg image (not HTML5 banner), file size should be the same as Backup Image (40kb)	
Click Tag	Please refer to https://support.google.com/richmedia/answer/2672517	
File type	Please refer to https://support.google.com/richmedia/answer/2672512	
Animation	Max. 15 sec per loop	
Other Requirements	Enabler is needed for HTML5 banner. Please refer to https://support.google.com/richmedia/answer/2672553?hl=en&ref_topic=4525889	
Sound (optional)	- "Audio ON/OFF" Button to be clearly labelled with Sound OFF by default - Buttons to be placed on ALL frames of the ad	

Super Leaderboard

In-house production is also available to facilitate your interactive marketing needs. To take advantage of our specialised creative services, contact us for more information!
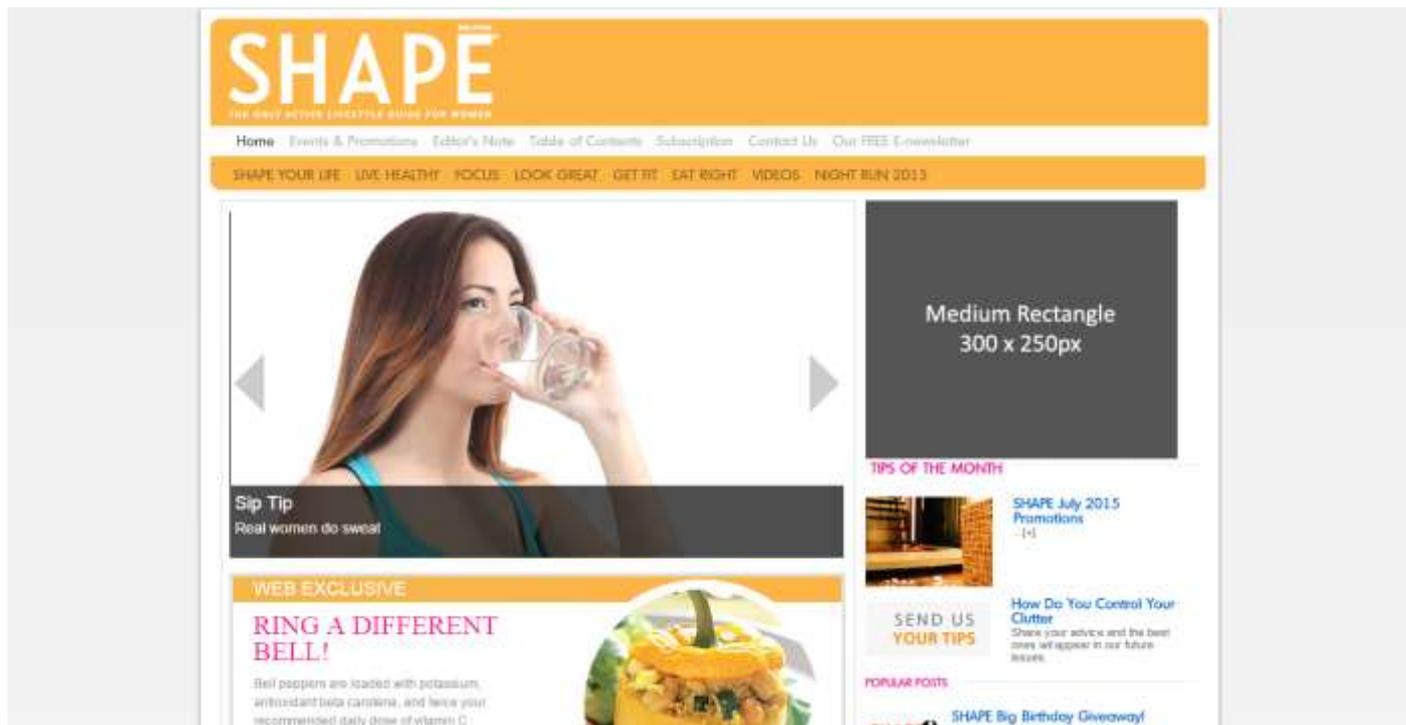

Dimension	970 pixels (width) by 90 pixels (height)	
File Size	Image (JPEG/GIF)	80kb
	HTML5	200kb (including HTML, JavaScript, CSS and images)
Links allowed	Only ONE URL	
	*Additional charges will incur if multiple links are required. Please contact us to find out about the rates.	
HTML5 Requirements		
Backup Image	HTML5 banner must be accompanied with a Backup Image (GIF/JPEG) of not more than 40kb. If it's a standalone Gif or Jpg image (not HTML5 banner), file size should be the same as Backup Image (40kb)	
Click Tag	Please refer to https://support.google.com/richmedia/answer/2672517	
File type	Please refer to https://support.google.com/richmedia/answer/2672512	
Animation	Max. 15 sec per loop	
Other Requirements	Enabler is needed for HTML5 banner. Please refer to https://support.google.com/richmedia/answer/2672553?hl=en&ref_topic=4525889	
Sound (optional)	- "Audio ON/OFF" Button to be clearly labelled with Sound OFF by default - Buttons to be placed on ALL frames of the ad	

Medium Rectangle

In-house production is also available to facilitate your interactive marketing needs. To take advantage of our specialised creative services, contact us for more information!
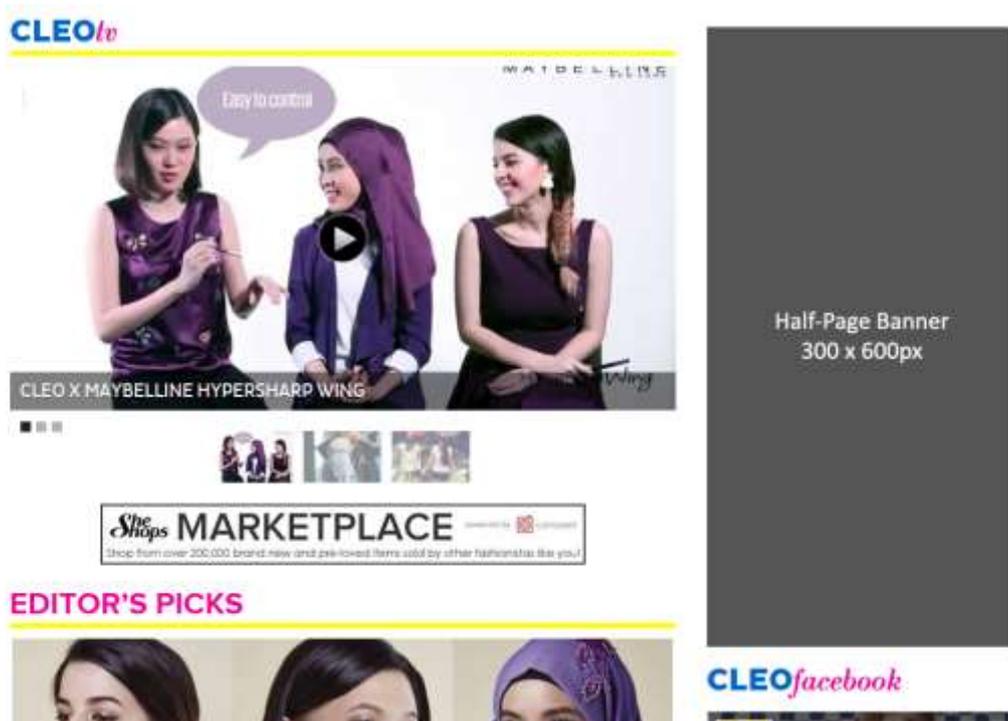

Dimension	300 pixels (width) by 250 pixels (height)	
File Size	Image (JPEG/GIF)	40kb
	HTML5	200kb (including HTML, JavaScript, CSS and images)
Links allowed	Only ONE URL	
	*Additional charges will incur if multiple links are required. Please contact us to find out about the rates.	
HTML5 Requirements		
Backup Image	HTML5 banner must be accompanied with a Backup Image (GIF/JPEG) of not more than 40kb. If it's a standalone Gif or Jpg image (not HTML5 banner), file size should be the same as Backup Image (40kb)	
Click Tag	Please refer to https://support.google.com/richmedia/answer/2672517	
File type	Please refer to https://support.google.com/richmedia/answer/2672512	
Animation	Max. 15 sec per loop	
Other Requirements	Enabler is needed for HTML5 banner. Please refer to https://support.google.com/richmedia/answer/2672553?hl=en&ref_topic=4525889	
Sound (optional)	- "Audio ON/OFF" Button to be clearly labelled with Sound OFF by default - Buttons to be placed on ALL frames of the ad	

Half Page

In-house production is also available to facilitate your interactive marketing needs. To take advantage of our specialised creative services, contact us for more information!

Dimension	300 pixels (width) by 600 pixels (height)	
File Size	Image (JPEG/GIF)	40kb
	HTML5	200kb (including HTML, JavaScript, CSS and images)
Links allowed	Only ONE URL	
	*Additional charges will incur if multiple links are required. Please contact us to find out about the rates.	
HTML5 Requirements		
Backup Image	HTML5 banner must be accompanied with a Backup Image (GIF/JPEG) of not more than 40kb. If it's a standalone Gif or Jpg image (not HTML5 banner), file size should be the same as Backup Image (40kb)	
Click Tag	Please refer to https://support.google.com/richmedia/answer/2672517	
File type	Please refer to https://support.google.com/richmedia/answer/2672512	
Animation	Max. 15 sec per loop	
Other Requirements	Enabler is needed for HTML5 banner. Please refer to https://support.google.com/richmedia/answer/2672553?hl=en&ref_topic=4525889	
Sound (optional)	- "Audio ON/OFF" Button to be clearly labelled with Sound OFF by default - Buttons to be placed on ALL frames of the ad	

Page Skinning

In-house production is also available to facilitate your interactive marketing needs. To take advantage of our specialised creative services, contact us for more information!

What's this?
Freshen up with a new look! Homepage Skinning involve placement of marketing visuals on the Homepage to takeover the website's interface.

The benefits
Page Skinning create powerful brand identity for your communication & product offerings. It gains invaluable exposure & extend reach to quality audience without having to compromise your brand values and marketing objectives.

The work of ART
Fret not if you do not have an artwork ready, our team of creative talents; armed with their artistic concepts and remarkable skills, are able to cater to your creative needs.

If you have the materials to synchronize all your marketing communications, do provide them based on the specifications indicated.

Dimension	1580 pixels (width) by 700 pixels (height)
File Size	200kb
File Format	JPEG
Other Requirements/ Notes	Skin sides will be blocked partially if browser width is opened less than 1570 pixel width and fully blocked if browser is opened less than 1280 pixel width (including on mobile devices)
	Rich Format Elements are NOT accepted (E.g. Flash, QuickTime, Javascript, form & data capturing scripts)
	Submitted artwork has to be 300 pixels on both the left and right sides of skin. **Do keep all important messages within 150(w) x 500(h) pixels to ensure maximum visibility.**
	Side skins will be fixed at its position and will not move along when page is scrolled

Rich Format Elements are NOT accepted (E.g. HTML5, QuickTime, JavaScript, form & data capturing scripts)

TVC

In-house production is also available to facilitate your interactive marketing needs. To take advantage of our specialised creative services, contact us for more information!

MPEG-4 would be uploaded to specific Youtube channel (with watermark and advertisements). Please contact Sales for white label options.

Dimension	635 pixels (width) by 357 pixels (height)	
Duration	Max. length 30 sec	
File Format / Size	Video (MPEG-4)	2MB
Video Format	Max. 1440p	
Links allowed	Links NOT allowed	

If you are hosting / streaming your own video from 3rd party, please provide a working embed code in <iframe>...</iframe> format with embedding instruction. MPEG-4 file would NOT be required.

Additional 3rd Party Hosted Requirement	Working embed code in <iframe>...</iframe> format
	Must be accompanied with a Preview Image (GIF/JPEG) of not more than 30kb
	Control buttons (Play, Pause, Stop) to be placed on ALL frames of the ad
Sound (3rd Party Hosted)	- "Audio ON/OFF" Button to be clearly labeled with Sound OFF by default - Buttons to be placed on ALL frames of the ad

Advertising Content Standards and Guidelines

General

These guidelines apply to all advertisements appearing on Blu Inc Media Sdn Bhd websites (collectively, the "**BIM Properties**").

Please see bluinc.com.my for more information on technical specifications, including those regarding rich media and animation for specific advertising units on the BIM Properties.

These guidelines are not intended as legal advice. These guidelines are a general statement of BIM Properties advertising standards and are not intended to be comprehensive. Adherence to these guidelines (a) does not guarantee acceptance of advertising content for insertion on the BIM Properties, (b) does not mean compliance with laws and regulations. Blu Inc Media encourages each advertiser and its agency to consult with its legal advisors to ensure compliance with all laws and regulations applicable to their advertisements before seeking to advertise on the BIM Properties.

Advertiser Responsibilities

It is the advertiser's responsibility to ensure that:

- All advertisements it seeks to place on the BIM Properties comply with all the guidelines, applicable laws, regulations and codes of practice;
- All claims, warranties, guarantees, or other assurances comply with applicable laws and regulations
- The sponsor of any advertising message appearing on the BIM Properties is clearly identified either in the ad itself or, if the ad is smaller than 100×50 button, on the resulting first level jump page;
- Offers including in any advertising message include all material terms that an ordinary person would require in making an informed decision about whether to purchase the product or service being offered;
- The advertisements do not violate the intellectual property rights of third parties;
- All descriptions, claims and comparisons made in an advertisement can be substantiated;
- Users are not deceived into providing personal information without the user's knowledge, under false pretences, or to companies who trade, barter, resell or otherwise misuse that personal information; and
- Users are not misled or deceived into downloading software, malware/spyware, and/or applications.

Blu Inc Media Rights

Blu Inc Media reserves the right, but is not under any obligation, to:

- Review or request changes to any advertisement scheduled for insertion on the BIM Properties;
- Accept, retract, or reject, at any time, any advertisement submitted for placement on the BIM Properties in its sole discretion, whether on the basis of these guidelines, advertising format, targeting criteria, or any other reason;
- Review any advertisement to determine the appropriateness of the advertisement for the BIM Properties audience; and
- Modify these guidelines on the BIM Properties at any time without notice.

Specifically, Blu Inc Media reserves the right to reject or retract, at any time, any advertisement deemed, in Blu Inc Media's sole opinion, to:

- be illegal, indecent, misleading, deceptive, false or untrue;
- promote or glorify violence, crime, obscenity, the use of weapons or provide instructions on how to "get away" with crimes or unlawful activity;
- stereotype, inaccurately portray or attack an individual or group on the basis of age, colour, national origin, race, religion, sex, sexual orientation or handicap or which may raise discontent or disaffection amongst local citizens and residents, or promote feelings of enmity, hatred, ill-will and hostility between different races or classes of the local population;
- be offensive, or disturbing to BIM Properties's users, or which is likely to cause outrage, general disapproval, or negative opinion within the community;
- portray minors (or persons who, in Blu Inc Media's opinion, appear to be underage) in a manner that is sexually suggestive or otherwise age-inappropriate;
- infringe the intellectual property, right of publicity or any related rights of Blu Inc Media or any third parties;
- promote Blu Inc Media competitors; or
- promote products, services or activities contrary to Blu Inc Media's competitive position or interests.

General Content Standards

- Advertisements must have distinct borders to clearly demarcate its content.
- Animation shall not exceed 15 seconds unless otherwise stated under the respective advertisement unit's advertisement specifications. Animation can begin again on mouse over, but must stop immediately on mouse off.
- The sponsor of the advertising message must be clearly identified in the advertisement.
- The advertiser's landing page must match the offer made in the advertisement.
- The ad unit and landing page must have detailed disclosures as appropriate; in particular, full terms and conditions of the offer must be easily accessible on the landing page.

Creatives shall not:

- Mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialogue boxes, error messages, or the like.
- Use 'bait' and 'switch' tactics, i.e. advertising that promotes an unavailable product or price as a mean of luring the user into purchasing a different product.
- Display false functionality, i.e. contain graphics that simulate interactivity where no such interactivity exists.
- Resemble BIM Properties content, or use the BIM Properties name or logo without prior approval.
- Mimic news headlines in design, tone, third person sentence structure, or topic

Subjective Content

- Astrology, Horoscopes, Psychic Services or other related services
  - Creative must clearly state that the service is for entertainment purposes only
  - Creative cannot imply that there is any scientific grounding to such services and/or promises of wealth or good fortune
- Contests, Sweepstakes, Lotteries & Games of Chance
  - Advertisements concerning lotteries, except for the lawful advertising by Singapore Pools, are prohibited.
  - All promotions must offer a fair opportunity for all entrants to win and comply with applicable laws
  - Promotions cannot claim 'everyone wins', or suggest that the reader was specially selected to receive a prize
  - Promotions cannot suggest that a payment by the winner is necessary to claim a prize (except for applicable taxes)
  - Promotions may not offer additional entries, prizes, bonus points, cash or other incentives to users in exchange for the user forwarding messages to friends and acquaintances
  - Advertisements may not falsely imply that the mere act of clicking a button is sufficient to win (e.g. 'Win a car! Click here!')
- Dietary (Health) Supplements
  - Health supplements must not be advertised or promoted for any specific medicinal purposes
  - Products containing banned ingredients in Singapore are not permitted.
- Education
  - Advertisements cannot offer 'life experiences' degrees or degrees for sale
- Food
  - Advertisements for food products must comply with applicable laws and regulations regarding definitions/restrictions on food-related descriptive words
- 'Free' Claims
  - Advertisements offering 'free' items must disclose all material terms and conditions for obtaining the free item; in particular, advertisements which claim to offer 'free gifts' which in fact require the user to sign up for one or more offers, trial subscriptions, etc., must disclose how many offers the user must complete before receiving the gift.
- Over The Counter ('OTC') Medications
  - Advertisements must be for products approved by the relevant regulatory agencies such as the Health Sciences Authority, and only for approved purposes (i.e. no advertising for 'off label' uses of an OTC product)

The following categories of advertisements require additional policy review and approval:
Alcohol, Contests, Sweepstakes, Lotteries and Games of Chance, Data-Collecting Advertisements, Political, Religious, Pharmaceutical/Prescription Drugs, and any other categories as may be designated by Blu Inc Media.

Blu Inc Media does not accept advertisements for the following products/services:
Adult products (films, magazines, websites, toys, etc), Drugs/Drug Paraphernalia, online casinos, gambling portals, gambling educational sites, degrees for sale or offered by non-accredited universities or programs, firearms, loan products which requires upfront fees, products/services that claim to repair bad credit, securities (stocks, bonds, notes, warrants, options, etc), insider tips on a particular stock or commodity, products containing ephedra, ma huang, chitosan, human growth hormone, comfrey, or pyruvate, or another products/elements/ingredients as may be designated by Blu Inc Media at any time in its sole discretion.