

Digital Advertising Specifications

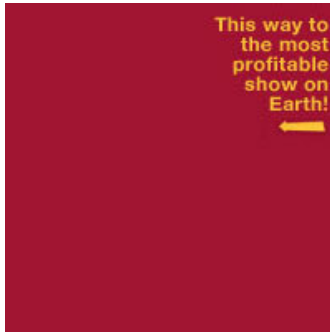
To ensure that your digital ad is timely and effective, please follow these specifications for submission:

- Please be sure the ad is properly formatted:
 - File size maximum is 25k for most ads; for leaderboards, 300x250 boxes, and skyscrapers, up to 50k.
 - Acceptable file formats for website ads are .gif, .jpg and .swf (Flash). For Flash ads, a click tracking code must be embedded in the .fla file prior to the creation of the .swf. See end of this document for details.
 - For Flash ads: max 18 frames per second. Please send the .fla as well as the .swf versions of the file.
 - Animation limit within ad itself: 15 seconds.
 - Ads for e-newsletters must be static .gifs or .jpgs; no animation. If combining side spots to make a bigger ad, the dimensions are 235x140 OR 235x210, and max file size for combined spots is 50k.
 - Target URL must be live at the time of submission.
- Please send your ad directly to your sales representative.
- Deadline for website ads is **5 business days** prior to first of the month they are scheduled to start, and **3 business days** prior to the send date for newsletters. **Ads received after the deadline must be rescheduled.**
- A tip: ads that have a clear call to action and a design that is changed frequently perform better than ads that don't.

Rich Media Ad Guidelines

- All audio, expansions, retractions, or other behaviors outside the regular ad space must be user-initiated by a click or mouseover, and must be clearly labeled with “Play,” “Stop,” and/or “Sound On/Off” controls.
- All SWF (Flash) files must contain the appropriate “GetURL” tags for click-tracking purposes (see below).
- No pop-up or pop-under ads.
- 1 rich media ad maximum allowed per feed or page.
- All audio, video, expansion/retractables, or other behaviors that occur outside the original ad space must be user-initiated (not auto-play or delayed start).
- Expansions and retractables:
 - BigBox — 300x250, expands (left) an additional 200 maximum. Total ad size including expansion is 500x250.
 - LeaderBoard — 728x90, expands (down) an additional 225 maximum. Total ad size including expansion is 728x315.
 - Wide SkyScraper — 120x600, expands (left) an additional 300 maximum. Total ad size including expanded is 460x600 maximum.
 - All other ad sizes — expansion to the right, up to 2x width of original ad.
 - The max file size of the complete ad load is 100k.
 - Maximum expansion/retraction length: 3 seconds.
 - Animation up to 15 seconds within ad itself.
- Ads containing video:
 - ad size requirements still apply, with an additional file download of 1.2 MB permitted.
 - Required video controls: “Close X,” Play, Pause, Rewind, Volume
- Transitional ads:
 - 640x480 max dimensions
 - 80 k max file size limit with additional download of 160k allowed.
 - Transitions: 10 seconds max; 15 seconds within ad itself.
 - “Skip Advertisement” control must be clearly identifiable at top center of ad.
 - There must be a frequency of 1-per-24 hours set for frequency of display for same visitor.
- “Page Peel” ads – Provide 2 images in .gif or .jpg format (NO Flash), as the “Dog ear” and the “Reveal” images:

- “Dog ear” image should be 200x200 pixels with creative oriented in top “triangle” area as shown:



- The “reveal” image should be 700 wide x 700 tall (pixels), with creative in top “triangle” area as well (top-right half of image)
- The max file size of the complete ad load is 100k.
- The result will be a slight peel at the top-right corner of the page, which reveals larger image with mouseover action and which opens the desired URL when clicked. The peel retracts when mouse mouse leaves the image.

SWF GetURL Click Tag Instructions:

ALL FLASH (.SWF) FILES MUST USE *clickTAG*, AND NO EMBEDDED URLS.

The clickTAG action script is designed for use with ActionScript 2.0. Please ensure that your Flash file is set to ActionScript 2.0, a static .JPG JPEG image of the Flash Ad must also accompany the .SWF file, the .FLA file must be Flash CS3 compatible. To do so, follow these steps:

1. Go to the “File” menu.
2. Select “Publish Settings.”
3. Under the “Flash” tab, set “ActionScript version” to ActionScript 2.0. (see an [image](#))
4. Then click on the “Formats” tab and click on the “JPEG Image(.jpg)” check box so that a .JPG file is generated when the ad is published. (see an [image](#))
5. Click “Ok” to exit the Publish Settings screen and apply new settings.

Once your Publish Settings are set to ActionScript 2.0, follow these steps to insert the clickTAG script:

1. Create New Layer (make it the top layer)
2. Choose Rectangle Tool and create box over entire image (ok to go past image edges, color doesn’t matter).

3. Click on Selection Tool and select new box you created.
4. Hit F8 (convert to symbol) and choose Button (name doesn't matter).
5. With new image selected; In Properties section, in Color menu choose ALPHA and set to 0.
6. With New image selected (properties should show it as a "Button"); in Actions section, type in the following code:

```
on (release){  
  getURL(clickTAG, "_blank");  
}
```

7. Move the pink current frame slider on the timeline to the frame where you want the .JPG file to be generated. (see an [image](#))
8. Export movie as .SWF file and the .JPG file by selecting "Publish" from the file menu.

Thank you for advertising with us!