

# ELECTRONIC Specs

## E-Newsletters

The following information must be provided when placing an e-newsletter ad:

1. START date of ad campaign
2. END/ THRU date of ad campaign
3. Specific location(s) within the page
4. Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
5. Web address that the ad should link to (target URL)

<b>AD SIZES</b>	Banner ad - 468 x 60 pixels Tile ad - 125 x 125 pixels
<b>FILE SIZE</b>	20k (20,000 bytes) or less
<b>COLORS</b>	256 colors or less
<b>RESOLUTION</b>	72 dpi
<b>FORMAT</b>	JPG or GIF/Animated GIF only; No Flash files in eNewsletters

## Web Ads

The following information must be provided when placing an web ad:

1. START date of ad campaign
2. END/ THRU date of ad campaign
3. Specific Web page(s) & specific location(s) within the Web page [if applicable]
4. Creative for the ad (the file to be used, or related artwork and requirements if we are to create it—see SPECIFICATIONS below)
5. Web address that the ad should link to (target URL)

<b>AD SIZES</b>	Banner ad - 468 x 60 pixels Tile ad - 125 x 125 pixels Sponsor Button - 120 x 60 pixels Skyscraper Ad - 120 x 600 pixels Box Style Feature Ad - 300 x 250 pixels
<b>FILE SIZE</b>	40k (40,000 bytes) or less initial download - JPG's, GIF's, and SWF's
<b>ANIMATION</b>	Within ad units: 30 seconds maximum without being re-initiated by the user. 15 seconds maximum for total animation.
<b>COLORS</b>	256 colors or less
<b>RESOLUTION</b>	72 dpi
<b>FORMAT</b>	JPG, GIF (static or animated) and SWF*(Adobe Flash, must include .FLA file)
<b>TECHNICAL GUIDELINES</b>	<ul style="list-style-type: none"> <li>• All ads should be coded so that click-thrus launch a new browser window using target="_blank".</li> <li>• 3rd Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.</li> <li>• No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.</li> <li>• SWF-FLASH SPECIFICATIONS:             <ul style="list-style-type: none"> <li>-Must be published for Flash 8 plugin or lower.</li> <li>-Must have a clicktag encoded:  <pre>on (release) {   getURL(clickTAG,"_blank"); }</pre> </li> </ul> </li> <li>-A default gif or jpg must be submitted for visitors without Flash or JavaScript</li> <li>-Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.</li> <li>-Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.</li> <li>-Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).</li> </ul>

## Rich Media

<b>AD SIZES</b>	Floating Ad (Under Search Bar) – 468 x 60 pixels (animation stage varies) Expandable Banner Ad (Under Search Bar) – 468 x 60 pixels (468 x 400 total animation stage) Page Peel Ad – 150 x 150 pixels (600 x 600 total animation stage)
<b>FILE SIZE</b>	80k (80,000 bytes) or less – All Rich Media ads [40k initial file size, 80k additional file size (Polite Download)]
<b>ANIMATION</b>	Within ad units: 30 seconds maximum without being re-initiated by the user. If overlaying content: 10 seconds maximum to reach final resting place. 15 seconds maximum for total animation.
<b>COLORS</b>	256 colors or less
<b>RESOLUTION</b>	72 dpi
<b>FORMAT</b>	SWF*(Adobe Flash, must include .FLA file)
<b>TECHNICAL GUIDELINES</b>	<ul style="list-style-type: none"> <li>• All ads should be coded so that click-thrus launch a new browser window using target="_blank".</li> <li>• 3rd Party Ad tags are accepted, but if click thru URL is embedded in ad, we cannot guarantee the tracking of those click-thrus.</li> <li>• No ad can prompt the download of a plug-in, and must be coded to search for any required plug-ins and display an alternate ad to those who don't have it.</li> <li>• SWF-FLASH SPECIFICATIONS:             <ul style="list-style-type: none"> <li>-Must be published for Flash 8 plug-in or lower.</li> <li>-Must have a clicktag encoded:                 <pre>on (release) {   getURL(clickTAG,"_blank"); }</pre> </li> <li>-A default gif or jpg must be submitted for visitors without Flash or JavaScript</li> <li>-Client must submit both .swf and .fla files. If modifications to the .fla are necessary, we will ask that you provide either 1) provide all required fonts in Windows TrueType or Type 1 format, or 2) provide details on necessary changes to be made.</li> <li>-Must include a prominent close button available for the entire duration of the animation for any ad which overlays content.</li> <li>-Any sound must be user-initiated by mouse-over or click interaction with an area of the ad clearly labeled with 'sound on' or with appropriate icons such as G clef or speaker. Once turned on, there must be a way to clearly turn off the sound ('sound off' or an appropriate icon).</li> </ul> </li> </ul>

## Rich Media

<b>AD SIZES</b>	320 x 240 pixels 640 x 480 pixels 275 x 250 pixels (Homepage video)
<b>FILE SIZE</b>	20MB
<b>RUNNING TIME</b>	Less than 5 minutes (for longer Videos please contact your sales person)
<b>FORMATS</b>	Windows Streaming Media (WMV), Quicktime, Flash Video (SWF), Flash Streaming (FLV)

## Podcasts

<b>FORMAT</b>	.mp3
<b>FILE SIZE</b>	2MB
<b>RUNNING TIME</b>	Less than 2 minutes (for longer podcasts please contact your sales person)