

1105 Media Ad Serving Platform is Doubleclick DFP

Acceptable Files

GIF or JPG files (includes animated GIF files)

Flash files (no lower than **Flash Player version 7** and no higher than **Flash Player version 10.1**)

- When submitting flash files, please be sure to implement the **Click Tag variable** in place of the click URL (see directions below).
- **How to Embed Click Tags**
 1. Open or create a new Flash document. **Set the file to Actionscript 2.0.** If you are using an existing Flash file, go to File > Publish Settings and make sure it's set to **Actionscript 2.0.**
 2. Insert a new layer on the root timeline, at the top of all layers and name it button (or name of your choice). This **MUST** be the topmost layer in your file.
 3. Draw a shape over the entire canvas, convert to a **BUTTON** symbol. Set the alpha transparency of the symbol to 0% so that the button is invisible. On the button symbol timeline, make sure the frame is on the "Hit" keyframe **ONLY**.
 4. Open the Actions panel (Window > Actions).
 5. Select the button symbol on the canvas. You should see it selected in your timeline. In the Button Actions panel, paste the following code:

```
on (release) {
    getURL(_level0.clickTAG, "_blank");
}
```
 6. **NOTE:** When inserting a value for the Instance name **DO NOT** use clickTag, clickTAG, or ClickTag. It is best to not use the term click tag, as it can conflict with the ad system. This should also be taken into consideration when naming layers.
 7. Save and publish your file to Flash 7 or above.
- **A standard GIF or JPG ad must be submitted with any rich media ad** (for when a user does not accept to display rich media ads).

Banners (40k max file size)

100x100	160x600	300x600
120x60	180x150	336x60
120x160	200x90	336x280
120x240	240x240	336x600
125x125	250x250	336x850
150x70	300x100	468x60
160x120	300x250	640x480
160x160	300x300	728x90
160x180	300x400	Click-thru URL

Third-party ad serving

- We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. 15-20% impression tracking discrepancy is expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad.
- When submitting third-party tags, please send **Javascript/Standard or Standard tags only**. If using DFA, please send internal redirect tags.

Click-thru URL

Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed.

Placement

Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

All creative is due 5 business days prior to launch. Please submit materials to:

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