

1105 Media Ad Serving Platform is Doubleclick DFP

Acceptable Files

GIF or JPG files (includes animated GIF files) – 80 k Max file size

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

****We advise Advertisers and Agencies to develop animated banners in HTML5 as upcoming versions of Chrome will auto-pause Flash banners***

*****HTML5 ad design and development guidance can be found here:
http://www.iab.net/media/file/HTML5_DAv1_0_Draft_05-06-13.pdf***

- 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).

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. 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.**

Run of Site Banners

336x280 Bulky Box
300x90 Button
300x300 Square
300x250 Rectangle
300x600 Super Skyscraper
468x60 Banner
640x480 Welcome Mat
728x90 Leaderboard
970x32 Ticker
152x600 (2x) Wallpaper

Homepage Banners

300x300 Square
300x600 Super Skyscraper
300x250 Rectangle
300x90 Button
468x60 Banner
728x90 Leaderboard
300x400 Homepage Info Center
970x32 Ticker
640x480 Welcome Mat
152x600 (2x) Wallpaper
Featured New Product Listing

Max file size: 80k
Click-thru URL

Special Banner Specifications

Banners

Initial Load = the file size should be maximum 80k

Subsequent Load = the file size should be between 70-80k

Number of subsequent loads = 1-2

In-banner Video = we can accommodate in-banner video as long as it fits into the max 40k file size

Special Frame Requirements = none, as long as they follow our specs (including file size)

Max Animation Time = 10-15 seconds

FPS (Frames Per Second) = 20-25 (max 30)

Max Number of Loops = 3-5 times (or more, if it fits into the max 80k file size)

Max Uninitiated Video Length = no limit as long as it fits into the max 80k file size

Concurrent Video/Animation = 25-30 seconds

Audio Initiation After Expansion = user controlled with click

Expandable Hotspot Limitation = no limitations

Please submit materials to:

OH&S

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****All creative is due 5 business days prior to launch.**