

## Website Banner Ad Specs

### 1105 Media Ad Serving Platform is Doubleclick DFP

#### Acceptable Files - 80K maximum file size

GIF or JPG files (includes animated GIF files)

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

We advise advertisers and agencies to develop animated banners in HTML5 as upcoming versions of Chrome and Firefox will auto-pause Flash banners. Please note that we can only serve HTML5 creative through third-party tags. HTML5 ad design and development guidance can be found here:

[http://www.iab.net/media/file/HTML5\\_DAv1\\_0\\_Draft\\_05-06-13.pdf](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. 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. When submitting third-party tags, please make sure they are https://

#### 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.

#### Special banner specifications

Initial Load: The file size should be maximum 80K.

Number of Subsequent Loads: 1-2

Special Frame Requirements: None, but must follow our specs & file size.

FPS (frames per second): 20-25 (max 30)

Max Uninitiated Video Length: None if it fits into max 80K file size

Audio Initiation After Expansion: User controlled with click

Subsequent Load: The file size should be between 70-80K.

In-banner Video: We can accommodate as long as it fits into the max 40K file size.

Max Animation Time: 10-15 seconds

Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)

Concurrent Video/Animation: 25-30 seconds

Expandable Hotspot Limitation: No limitations

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

Please submit materials to Elena Sipagan at [esipagan@1105media.com](mailto:esipagan@1105media.com). Phone: 818-814-5325