

Rich Media – Required Specifications

Page Peel

The Page Peel is a user-initiated ad which expands when rolled over by the user.

*Note: When creating the ads for a Page Peel you should keep in mind that only the top right half is visible. The bottom triangle half will be covered by the peel effect.

Dimensions:

Logo: Image 170X127

Display: 640X480

File Size: Up to 100k max

File Types: Images (.jpg, static .gif, .png, or flash – 3rd Party Tags and animated .gifs are not accepted)

Flash specifics: Recommended 18 fps

Frequency Cap: 1 impression per user, per site, per day

Target: Click must open new window.

Lead time: 5 business days from delivery of creative.

*If flash files are being used they must adhere to flash specifications. Page Peel flash files must use AS3.

Page Push

The Page Push auto expands once and then becomes user-initiated when clicked by the user.

Dimensions:

Collapsed ad: 960X50

Expanded ad: 960X400

File Size: Up to 100k max

File Types: Images (.jpg, .gif, .png), flash, or 3rd Party Tags.

Flash specifics: Recommended 18 fps

Frequency Cap: None

Target: Click must open new window. Lead time: 5 business days from delivery of creative.

*If flash files are being used they must be adhere to flash specifications.

Sidekick

The Sidekick auto expands once and then becomes user-initiated when clicked by the user.

Dimensions:

Logo: 60X142

Display: 500X600

File Size: Up to 100k max

File Types: Images (.jpg, .gif, .png), flash, or 3rd Party Tags.

Flash specifics: Recommended 18 fps

Frequency Cap: None

Target: Click must open new window.

Lead time: 5 business days from delivery of creative.

*If flash files are being used they must adhere to flash specifications.

Footer

The Footer auto expands once and then becomes user-initiated when clicked by the user.

Dimensions:

Pencil: 1000X50

Display: 1000X250

File Size: Up to 100k max

File Types: Images (.jpg, .gif, .png), flash, or 3rd Party Tags.

Flash specifics: Recommended 18 fps

Frequency Cap: None

Target: Click must open new window. **Lead time:** 5 business days from delivery of creative.

*If flash files are being used they must adhere to flash specifications.

Wallpaper

The wallpaper unit populates the open space on the right and left of the website

*Note: 170X1100 is the recommended as the most viewable size across screen resolutions. Background imagery can be as wide as 500 pixels, but full image outside of 170 pixels will not show on all screen resolutions.

Dimensions: 170X1100 (recommended for each side)

File Size: Up to 100k max

File Types: Images (.jpg, .gif, .png), flash, or 3rd Party Tags.

Flash specifics: Recommended 18 fps

Frequency Cap: none

Target: Click must open new window.

Lead time: 5 business days from delivery of creative.

*If flash files are being used they must be adhere to flash specifications.

Video

Videos can be played in any ROS 300X250 position.

Dimensions: 300X250

File Size: Up to 1.2MB (5 MB Max)

File Types: .flv, .mov, mp4, 3gp, f4v, H264

Maximum Video Length: 15 seconds

Lead time: 5 business days from delivery of creative.

Optional click URL – slide to be displayed at end of video to click to a new page

Dimensions: 300X250

File Types: Images (.jpg, .gif, .png), flash, or 3rd Party Tags.

Interstitial/Welcome Mat

The Interstitial automatically displays at the user's point of entry.

Dimensions: 640X480

File Size: Up to 100k max

File Types: Images (.jpg, .gif, .png), flash, or 3rd Party Tags.

Flash specifics: Recommended 18 fps

Frequency Cap: Once per day, per user.

Target: Click must open new window.

Lead time: 5 business days from delivery of creative.

*We accept up to Flash 9. Flash files must contain a click tag so our ad server can insert the link. Please provide URL separately.

Please use Action Script 2. Include a button action in the Flash file coded as follows:

```
on (release) {  
  if (clickTAG.substr(0,5) == "http:" || clickTAG.substr(0,6) ==  
  "https:") {  
    getURL(clickTAG, _blank);  
  }  
}
```

Rich Media – Flash Specifications

Applies to all Rich Media, except the Interstitial

*Please send backup gif files for any flash files you are sending.

- Please send both .fla and .swf files.
- Flash versions 8 or 9 are accepted.
- Please do not hard code the URL in the file but send separately and include click tag specs below.

For AS2 – Click tag specs as follows:

```
on (release) { getURL (_root.clickTag, "_blank"); }
```

For AS3 – Click tag specs as follows:

```
function openLink($event:MouseEvent):void  
{  
  var clickTag:String = root.loaderInfo.parameters.clickTag;  
  if (clickTag != null) {  
    navigateToURL(new URLRequest(clickTag), '_blank');  
  }  
}  
inv_btn.addEventListener(MouseEvent.CLICK, openLink);
```

For more info read below:

AdVantage™ supports this Flash implementation to track clicks:

- Macromedia standards:

Upon setting the button configuration in the Flash file, use the following script:

```
function openLink($event:MouseEvent):void  
{  
  var clickTag:String = root.loaderInfo.parameters.clickTag;  
  if (clickTag != null) {  
    navigateToURL(new URLRequest(clickTag), '_blank');  
  }  
}  
inv_btn.addEventListener(MouseEvent.CLICK, openLink);
```

- The first line inside the function beginning with “var clickTag” forces the clickTag variable to be read from the flash variables.
- The line following that will take the click URL string and parse it into the URL in a new window.
- “_blank” refers to opening the landing page URL in a new window. Some vendors, prefer not to use this feature to overcome popup blocker software, AdVantage™ supports either implementation.
- The last line will run the function openLink when the inv_btn (button) is clicked.

For more information on Adobe navigateToURL() standards, please review Adobe guides at:

[http://livedocs.adobe.com/flash/9.0/ActionScriptLangRefV3/flash/net/package.html#navigateToURL\(\)](http://livedocs.adobe.com/flash/9.0/ActionScriptLangRefV3/flash/net/package.html#navigateToURL())