Rich Media – Required Specifications

Page Peel

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

Demo links:

 Page Peel Demo

*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 170 x 127
Display: 640 x 480
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.

Demo links:

 Page Push Demo

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 created adhere to flash specifications.

Sidekick:

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

Demo links:

 Sidekick Demo

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.

Demo links:
 Footer Demo

Dimensions:
Pencil: 1000X25
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.

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:
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 fallowing 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()