

creative serves center

ONLINE ADVERTISEMENT SPECIFICATIONS

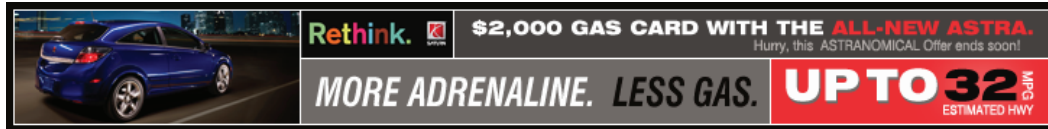
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IAB STANDARD AD UNITS

NAMING & SIZES

Leaderboard	728x90
Medium Rectangle	300x250
Wide Skyscraper	160x600
Skyscraper	120x600
Half-Page Ad	300x600

sizes in pixels, width x height



Leaderboard, click here for live sample



Medium Rectangle, click here for live sample



Half-page Ad, click here for live sample



Skyscraper, click here for live sample

IAB STANDARD AD UNITS

NAMING CONVENTION

To keep inventory organized and campaigns easy to access, the following naming convention should be followed (50 character limit, no spaces, no special characters)

6732_302_Autospringsale_300X250

1. Sales Force Job Number
2. Property Number
3. Advertiser name/campaign
4. Ad Dimensions

FILE SIZE RESTRICTIONS

IAB Standard Ad Units should have a file size less than or equal to 40k.

6732_302_Autospringsale_300X250

ANIMATED ADS

For animated .gif or .swf ads, adhere to the following guidelines:

- Maximum of three loops
- For Flash ads that loop you must insert an action script to command loop
- Animation should not exceed 30 seconds
- Ads may NOT have embedded audio. Audio is only accepted in video ads and must be defaulted to off
- For Flash ads (.swf) you must insert the following code into the action script for the clickable layer in your flash document if you are not using External Ad Tags. Please do not alter or add to this tag. Use it as is with no additional scripting:

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

EXPANDABLE BANNER /RICH MEDIA ADS**EXPANDING AD**

- Base image must be the size of the ad position
- Expandable panel must be user initiated.
- Expandable panel must contain a close button.
- Expanded ad size not to exceed twice the original pixel width e.g. a 160x600 can have a maximum expansion of 320x600 pixels.
- Maximum file size including all elements is 80K* (if created by the CSC)

[click here for live sample](#)**CORNERPEEL**

- Cannot be scheduled with a top 728x90
- Teaser image not to exceed 125x100.
- Cornerpeel maximum image size 800x600 pixels.
- Cornerpeel auto-expansion is limited to one viewing per unique visitor for each 24 hour period.
- Cornerpeel auto-expansion not to exceed 4 seconds.
- Auto roll back is permitted on initial load only, thereafter is user initiated, no mouseovers.
- Cornerpeel must contain a close button.
- Teaser should contain call to action.
- Maximum file size including all elements is 100K* (if created by the CSC)

[click here for live sample](#)**SLIDING BILLBOARD**

- Consists of three elements, controller/reminder, alternative image, billboard panel.
- Ad loads expanded and stays open for four seconds.
- Retraction time is limited to 1.5 seconds maximum.
- Controller/reminder and alternate image size is 980x30.
- Controller/reminder should contain call to action to expand panel.
- Controller/reminder animation is limited to 5 loops.
- Auto viewing occurs once per unique visitor for each 24 hour period.
- Billboard maximum image size 980x400 pixels.
- Maximum file size including all elements is 100K* (if created by the CSC)

[click here for live sample](#)

EXPANDABLE BANNER /RICH MEDIA ADS**INTERSTITIAL AD**

- Consists of two components.
- Top header panel, 100% of width x 90 pixels high.
- Header must read "page will load after this advertisement".
- Header must contain a "skip this ad" link.
- Loads when triggered prior to loading web page.
- Viewing occurs once per unique visitor for each 24 hour period.
- Open duration is seven seconds.
- Maximum file size is 100K* (if created by CSC)

[click here for live sample](#)**WALLPAPER AD**

- Consists of one component.
- Large, static background image inserts below the website content (outside of content border)
- Total width of ad is 1900 pixels (Height may vary according to advertisement content)
- Message area will be 140 pixels wide (Height may vary according to advertisement content)
- Wallpaper should accompany another ad of matching campaign/client subject
- No Click Thru URL's

[click here for live sample](#)**FLOATING AD**

- Two pieces
- Main ad can span the entire width and visible height of the site
- Works best with animation
- Leave behind ad acts as a replay button or static message
- Leave behind can be the same size as an ad slot

[click here for live sample](#)**FLOORBOARD AD**

- Two pieces
- Main Sliver spans the entire width of the site, and is 15 pixels high
- Once clicked, a message area will expand another 40 pixels by 980 pixels wide.
- Ad can auto-expand then collapse after a 4 second reveal

[click here for live sample](#)

VIDEO

300X60 OVERLAY | 300X250 COMPANION

- Must be an image file only. jpg or gif.
- Dimensions 300x60 pixels, RGB.
- Max file size is 40K.

300x250 companion

- gif, jpg, swf, or third party tags.
- Click tag required for swf.
- Dimensions 300x250 pixels.
- Max file size is 40K
- No expandables or floating ads
- Same animation guidelines listed on page 2

**VIDEO PRE-ROLL**

- Length = No longer than 15 seconds (DMC can edit longer videos, if need be)
- File Type = .mov or .avi

VIDEO

MIXPO

- Job Requests must be made through the Digital Insertion Order Option in Sales Force (not the CSC).
- 300X250
- Defaults to "Audio Off".
- User is prompted to "Click to Play With Sound".
- Rating, Additional Click Thru URL, Info, Lead Capture Email, Send to Friend, Embed Video, Share, Copy Link available as an overlay menu.
- Twittler and Facebook Widget Available
- Several Player Skins to choose from.
- Maximum 20 seconds run-time.
- Submit to Search Engines
- Submit to YouTube
- Client Provided Video must be in Quicktime or .Mov format (other formats may be acceptable. [Email](#) the CSC for possibilities.
- Custom Overlays can be applied (even animations).
- Custom Start and End Frame available.
- Reporting on ad performance
- Custom Video Generated through a vendor

[click here for live sample](#)

MOBILE

MOBILE – IPAD

Section-front banner ads:

- 728x90 (portrait orientation)
- 960x90 (landscape orientation)
- Both portrait and landscape are required
- 200K max file size
- Animation: Up to 3 seconds
- Best practice is to create a landing page with specific offer rather than link to the advertiser's Web site.

Article page half-page ads:

- 350x860 (portrait orientation)
- 477x600 (landscape orientation)
- Both portrait and landscape are required
- 300K max file size
- Animation: Up to 3 seconds

MOBILE

MOBILE – IPAD (CONT)

Best practice is to create a landing page with specific offer rather than link to the advertiser's Web site.

Full-page interstitial ads:

- 1024x768 (portrait orientation) - creative space is 900x500, centered. Additional area is reserved for a white border.
- 768x1024 (landscape orientation) - creative space is 560x800, centered. Additional area is reserved for a white border.
- Both portrait and landscape are required
- 700K max file size
- Static, JPEG/GIF files
- Designer need only create the 900x500 or 560x800.
Medialets will place the creative in template that includes border. This is the process followed by NYT.
- The interstitial is served in between the first and second article.
- The frequency cap for interstitials is one per session. A session is defined as each time the reader opens the application. The interstitial will automatically slide off the screen after six seconds if the user does not interact with the ad.
- Until the reader dismisses the interstitial (or it automatically slides off the screen after six seconds) the ad unit remains locked in portrait mode on the page.
- The "skip this ad" button is included in the provided white container that surrounds the ad creative.
- Ad call functions: click to download app/content from app store; click to Web site (in-app Web browser); click to map; click to MPEG4 video; click to YouTube video

[click here for live sample](#)

MOBILE

MOBILE – IPHONE

Section-front and article page banner ads:

- 320x50 (portrait orientation)
- Landscape orientation is not available
- GIF, PNG, JPEG for still image, 10K max file size
- Animated GIF for animation, 15KB max file size
- Animation: Up to 15 seconds
- Link to a mobile landing page.

Full-page interstitial ads:

- 320x450 (portrait orientation)
- Landscape orientation is not available
- 150K max file size
- Animation: Up to 6 seconds
- Ad call functions: click to download app/content from app store; click to Web site (in-app Web browser); click to call; click to map; click to MPEG4 video; click to YouTube video

[click here for live sample](#)

MOBILE WEB

Section-front and article page banner ads:

- 120x20 (portrait orientation)
- GIF, PNG, JPEG for static image, 2K max file size
- Animated GIF for animation, 3K max file size

168x28 (portrait orientation)

- GIF, PNG, JPEG for static image, 4KB max file size
- Animated GIF for animation, 6K max file size

216x36 (portrait orientation)

- GIF, PNG, JPEG for static image, 6K max file size
- Animated GIF for animation, 9K max file size

300x50 (portrait orientation)

- GIF, PNG, JPEG for static image, 10KB max file size
- Animated GIF for animation, 15K max file size

All banners should link to a mobile landing page[click here for live sample](#)

ADS FOR EMAIL CAMPAIGNS - EXTERNAL (OUTSIDE OF CSC PRODUCED CAMPAIGNS)

SPECIFICATIONS

- Ads can be standard, static JPG'S or GIF'S
- Ads can also have limited animation as GIF files
- No Flash (not supported by most email clients)
- Sizes and file weight adhere to current IAB standards (300x250 or 728x90) (40k maximum)

E-DEALS

SPECIFICATIONS

- No Flash or scripting of any kind.
- Ad size is limited to 600 px wide.
- Keep message file size under 100 KB. Under 50KB is preferred.
- Unlimited links (Full URLs)
- All styles must be inline - no CSS.
- You must include full URLs to all links and images and host them on a server.

[click here for live sample](#)

Will your business be found this summer?

For as little as \$45 per month deliver your message to people who are looking for things to do in our area.

- Inserted bi-weekly into the **Sunday Herald-Tribune** at all major resorts and in stores and newsstands serving popular tourist areas. Continued distribution to freestanding racks at high-traffic tourist sites and strategic business partners.
- Just some of the many places **Your Sarasota** can be found: Sarasota Bradenton Airport - Center Shops on Longboat - Ringling Blvd & Ben Franklin - Siesta Market - Swadlow Supermarket - Lakewood Ranch Chamber of Commerce - Sherkey's Venice - Ritz Hotel - Lido Beach Resort
- Also available 24 hours a day, 7 days a week of YourSarasota.com

CLIQUE TO CONTINUE

CLIENT SUPPLIED ADS

CLIENT SUPPLIED ADS

Any client supplied ad sent to ADOPS must have meet the standard criteria of any **Yahoo APT** based/served ads (see page 2).

- 40k Maximum file weight
- ActionScript 2 only
- Do not encode any click through scripting/URL's. Instead, assign the click tag code (found on page 2) to your buttons
- Total animation (including looping) should last 30 seconds or less
- The naming convention for client supplied ads is a bit different than internally built ads. Please form your name by using **Date_Property Name_Advertiser Name/Campaign_Ad Dimensions**

(ex. 040410_Tuscaloosa_JoesLiquor_TequilaMadness_728X90)

Example files can be downloaded here

EXTERNAL AD TAGS

External ad tags need to be provided three working business days prior to going live so we can test them on the website. Click data for externally served ads is not recorded by Yahoo! APT.

With external tags, ad performance reports will not be supplied by local site, only your third party host. If ad performance issues exist, local site should be contacted prior to the campaign expiration date. Site will need to be provided with performance report documentation to compare to Yahoo! APT impressions to determine whether or not an adjustment to the ad set-up is required.

Yahoo ad specs: <http://adspecs.yahoo.com/index.php>