

## Digital Online Ad Requirements

AD UNIT	DIMENSIONS	FILE SIZE	FILE TYPE
<b>Leaderboard</b>	728x90 pixels	72 dpi 30 kb max	gif, jpg, swf
<b>Medium Rectangle</b>	300x250 pixels	72 dpi 30 kb max	gif, jpg, swf
<b>Skyscraper</b>	160x600 pixels	72 dpi 30 kb max	gif, jpg, swf
<b>eNewsletter Leaderboard</b>	728x90 pixels	72 dpi 30 kb max	gif, jpg
<b>eNewsletter Medium Rectangle</b>	300x250 pixels	72 dpi 30 kb max	gif, jpg
<b>eNewsletter Travel Special/Listing</b>	450x300 pixels	72 dpi 30 kb max	gif, jpg
<b>Custom EBlast</b>	600 pixels wide	72 dpi 30 kb max	html
<b>Video Hosting</b>	608x300 pixels	40 mb max	flv, avi, mov
<b>Logo Sponsorship</b>	150x40 pixels	30 kb max	gif, jpg

## Standard Guidelines

These guidelines are consistent with the Interactive Advertising Bureau specifications ([www.iab.net](http://www.iab.net))

- 24/7 Real Media is used to serve all Bonnier Corp advertisements
- There is a 48 hr. turn around time once all creatives are submitted to Online Ad Ops
- All ad units must launch a new browser window when clicked on

## Third Party Vendors

Below is a list of the most commonly used third party vendors. Bonnier has the ability to serve third party tags that are not on the list of approved vendors but we will not be able to track click throughs.

## Third Party Specifications

- Third Party tags should be served via JavaScript Ad calls, not iframes
- Audio needs be user initiated with a clearly recognizable on/off button
- All floating ad units should have a clearly recognizable close button
- Max initial load file size should not exceed 30k
- Additional polite download shouldn't exceed 80k
- Frame rate per second should not exceed 18fps
- Animation length should not exceed 15 seconds

## Approved 3rd Party Vendors

Ad4Ever	AdLegend	BridgeTrack	Enliven	Kaon	Pointroll*	Vendaria
AdCentric	Adrime	CheckM8	Eyeblaster	Klipmart	TangoZebra	Viewpoint
Adform	Adtech	ClipStream	EyeReturn	Linkstorm	Unicast	Zedo
Adify	Advert	DoubleClick*	EyeWonder*	Mediaplex*	United	
Adinterax	Atlas*	Dynamic	Google*	Mediatronic	Virtualities	
Adition	Bluestreak*	Logic*	Interpolls	Poindexter	Valueclick	

\* Denotes rich media vendors we have worked with.

## Expanding Ads

Common Ad Unit	Expanded
728x90	728x270
300x250	550x250
160x600	480x600

## Mouse Over / Mouse Off

- Ad should expand upon mouse over or click on expand button
- Ad should retract upon mouse off or clicking a close button
- If the ad expands with user click, the panel still must retract when mouse is removed
- Any sound should be user initiated by click, not mouse over

## Flash Ad Units

- Flash files served via 24/7 Real Media must be coded properly for proper click and impression tracking
- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash version 6-10

## Production Charges (\$75/hour net)

**STATIC GIF/JPG** (up to 728x90 pixels) Electronic photo & text supplied by client: \$115

**FLASH/ANIMATED GIF** (up to 728x90 pixels) Electronic photo & text supplied by client: \$290

## Online Specification Questions?

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