



Ad Specs

IAB STANDARD AD UNITS

Naming & Sizes

(sizes in pixels, width x height):

Leaderboard - 728x90

Marquee - 300x100

Large Rectangle - 336x280

Medium Rectangle - 300x250

Wide Skyscraper - 160x600

Skyscraper - 120x600

Half-Page Ad - 300x600

Mircobar - 88x36

Half-banner - 234x60

RICH MEDIA

Peelback

In-Person Video

Video Takeover

Video Overlay

Interstitial

Sliding Billboard

Expandable Banner

FILE SIZE RESTRICTIONS

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

FILE TYPES

Acceptable file types include:

- .jpg
- .gif
- Animated .gif
- .swf

NAMING CONVENTION

To keep inventory organized and campaigns easy to access, the following

naming convention should be followed:

Ex. **PB_BobsGifts_336x280_springsale_030108**

The 5 parts can be broken down as follows:

1. Banner code
2. Business name
3. Banner size
4. Keyword
5. Start date

Prefixes-

PB – paid banner (for local paid campaigns)

HB – house banner (for internal house promotional campaigns)

NB – network, or national banner (for banners that will be placed on several sites)

ANIMATED ADS

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

- Maximum of three loops
- Animation should not exceed 30 seconds
- Ads may have embedded audio that is defaulted 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 AD SPECIFICATIONS:

Leaderboard -

- Base image must be 728x90 pixels.
- Expandable panel must be user initiated, no mouseovers.
- Expandable panel must contain a close button.
- Expanded ad size not to exceed 728x400 pixels.
- Maximum file size including all elements is 90K (if we create*).

Tower Ad -

- Base image must be 160x600 pixels.
- Expandable panel must be user initiated, no mouseovers.
- Expandable panel must contain a close button.
- Expanded ad size not to exceed 320x600 pixels.
- Maximum file size including all elements is 90K (if we create*).

Tearback/Peel-Down Ad -

- Teaser image not to exceed 125x100.
- Tearback maximum image size 800x600 pixels.

*Unless tags from external source are provided.

- Tearback animation is limited to one viewing per unique visitor for each 24 hour period.
- Tearback animation not to exceed 4 seconds.
- Auto roll back is permitted on initial load only, thereafter is user initiated, no mouseovers.
- Tearback must contain a close button.
- Teaser should contain call to action.
- Maximum file size including all elements is 90K (if we create*).

Pencil or Push-down Ad -

- 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, no mouseovers.
- 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 90K (if we create*).



Interstitial Ad –

- Consists of two components.
- Top header panel, 100 of width x 90 pixels high, provided by site
- Header must read “page will load after this advertisement”.
- Header must contain a “skip this ad” link.
- Content component should load 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 90K (if we create*).

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. Externally served ads will not be recorded by OAMS, only impressions. 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 OAMS impressions to determine whether or not an adjustment to the ad set-up is warranted.

*Unless tags from external source are provided.