

new york times regional media group

ONLINE ADVERTISEMENT SPECIFICATIONS

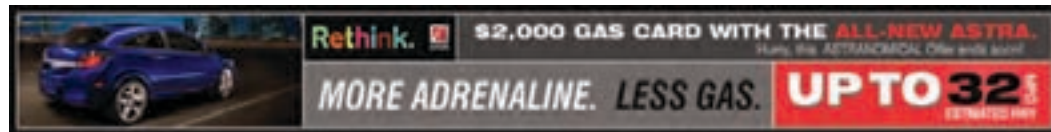
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IAB STANDARD AD UNITS

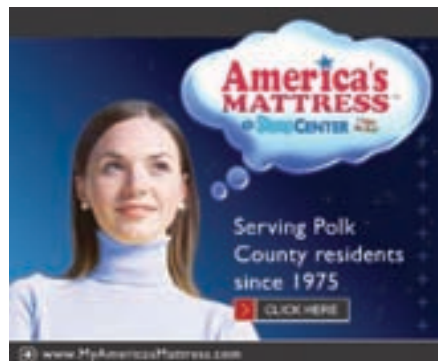
NAMING & SIZES

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

sizes in pixels, width x height



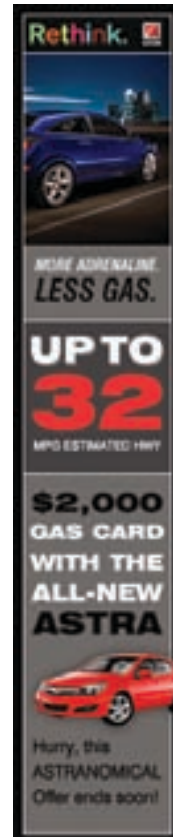
Leaderboard, click here for live sample



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 NYTRMG CSC)

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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 NYTRMG CSC)

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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 NYTRMG CSC)

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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 NYTRMG CSC)

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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](#)

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

SPECIFICATIONS

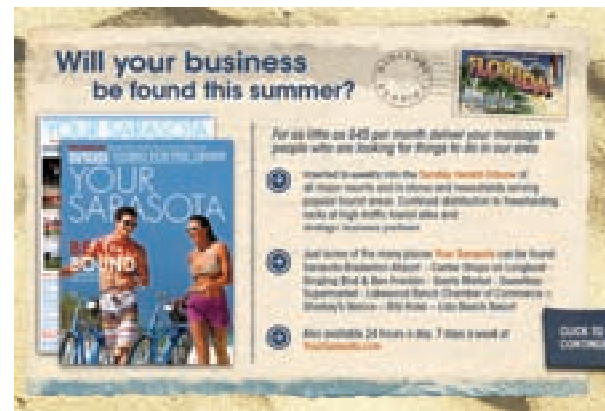
- Ads can be standard, static JPG'S or GIF'S
- Ads can also have limited animation as GIF files
- No Flash (not supported by most email clients)
- Sizes and file weight adhere to current IAB standards (300x250 or 728x90) (40k maximum)

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](#)



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 wieght
- 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>