

## Internet Broadcasting Ad Specifications

### IAB Ad Units

Ad Type	Dimensions	Size	Ad Formats	Placements
<b>Leaderboard</b>  <b>Display Ad</b>  <b>Skyscraper</b>	728x90  300x250  160x600	40K	GIF Animated GIF JPG HTML Flash	The three Standard IAB Ad Units exist on almost every page of a site, with a few exceptions: The home page of the site does not include a Skyscraper Ad. The sponsor section of the site, located at /sponsor/, does not include Standard IAB Ad Units. Some editorial special sections do not include all three Standard IAB Ad Units.  <div style="border: 1px solid black; padding: 5px;"> <b>Exceptions</b>            Cox and Post sites: Placement differs from standard. See Cox or Post Ad Specs Supplement for placement information.         </div>
<b>Half Page Ad</b>	300x600	60K	JPG, GIF (animated or static), Flash	Supported on Post sites only

Certain site templates offer ad positions and sponsorship opportunities in addition to what is described here. Some site templates also have unique specifications for certain ads that vary from the standard. Such exceptions are highlighted in the "Placements" column in the tables below. For more information regarding template-specific ad positions and specifications, reference the Ad Specifications page in the Product Catalog where you can find links to site template-specific Ad Specifications Supplement Guides.

#### Notes on Animated GIFs and Flash

- Animated GIFs can cycle a maximum of four times with a two-second pause between each cycle. Additionally, the last frame of the animation should contain all of the pertinent information for the ad. Animation must not run longer than 15 seconds.
- Internet Broadcasting now publishes all new Flash files as Flash 8, Action Script 2.0. All third party provided ads or collateral should indicate publishing version.
- For clients wishing to provide Flash collateral for their Standard IAB Ad campaign, the collateral must be submitted in a FLA format. Internet Broadcasting does not accept SWF files as collateral.
- Maximum number of click tags per ad unit:
  - Standard product: three
  - Premium product: four
  - Custom product: more than fourSP
- Impressions and clicks (Rich Media Ad expands are not tracked)
- Maximum of three internal links

#### Ads With White Backgrounds

- Ads with white backgrounds should have a one-pixel border around the graphic's perimeter. This border can be created within the graphic. The inclusion of the border must not exceed the ad's dimension restrictions.

### Rich Media Ads

Ad Type	Ad Format	Dimensions	Size	Notes	Placements
<b>Expandable Leaderboard</b>	Flash	Unexpanded: 728x90  Expanded:728 x180	Unexpanded: 20K  Expanded Ad: 30K	Expands Below static ad	Story pages

<b>Expandable Skyscraper</b>	Flash	Unexpanded: 160x600  Expanded: 320x600	Unexpanded Ad: 20K  Expanded Ad: 30K	Expands to left of static ad	Section and story pages
<b>Expandable Display Ad</b>	Flash	Unexpanded: 300x250  Expanded: 600x250	Unexpanded Ad: 20K  Expanded Ad: 30K	Expands to the left or right of static ad (depending on placement)	Section and story pages
<b>Floating Rich Media</b>	Flash	Maximum size 500x300	30K	<ul style="list-style-type: none"> <li>• Must disappear after 10 seconds</li> <li>• All Floating Rich Media Ads must include a close button.</li> </ul>	Above the fold in an 800x600 environment  <div style="border: 1px solid black; padding: 5px;"> <b>Exceptions</b>  Cox: cannot run over the video player in the right column.  Post: See Post Ad Specs Supplement for Post's unique specs. </div>
<b>Pushdown Ads</b>	Flash	Unexpanded Teaser Element: 1000x40  Expanded Element: 1000x300	Teaser Element: 10K  Expanded Element: 30K	<ul style="list-style-type: none"> <li>• Animation must stop when ad contracts.</li> <li>• Ad expands automatically on initial page load</li> <li>• User-initiated expansion available in leave behind element</li> <li>• Time expanded: Seven seconds</li> </ul>	Section page  <ul style="list-style-type: none"> <li>• Aligned left above site header and same width as header</li> <li>• Legacy site ad aligned left above site header, matching background color to the right</li> </ul> <div style="border: 1px solid black; padding: 5px;"> <b>Exceptions</b>  Cox: Only available on the home page. </div>
<b>Title Bar Drop-Down Ads</b>	Logo Ad: Transparent PNG-24 image (typically logo)  Drop Down Element: Flash	Logo Ad: 100x34  Drop Down Element: 320x130	Logo Ad: NA  Drop Down Element: 20K	Logo Ad: <ul style="list-style-type: none"> <li>• Logo dimensions are limited. Clients with logos that will not reduce well can provide alternative branding.</li> <li>• Specific messaging should be avoided.</li> <li>• Lower left ad template text reads "Sponsor" or "Sponsored by"</li> </ul> Drop Down Element: <ul style="list-style-type: none"> <li>• 8 secs at 12 fps</li> <li>• No click-through or click-tag</li> <li>• Ad is frequency-capped (see full ad article)</li> <li>• Ad works in Internet Explorer - other browsers get sponsoring logo only</li> </ul>	Hearst & McGraw: Top right of home page (local news content area)  Meredith: Suggested placement is left column, top widget below Top Stories widget.  <div style="border: 1px solid black; padding: 5px;"> <b>Exceptions</b>  Not available on Cox, Post, or legacy sites. </div>

## Sponsorship Ad Units

Ad Type	Notes	Ad Format	Dimensions	Size	Placements
<b>Bookend Ad</b>	Logos should be compact - long or tall logos may not fit. A solid color can be used to fill out the width of the area containing the Bookend Ad.	GIF (animation not recommended) or JPG	Depends on placement.  Typical: 160x60  Larger: 200x60	3K	Section and story pages  <div style="border: 1px solid black; padding: 5px;"> <b>Exceptions</b>  Not available on Cox or Post sites </div>
<b>Title Bar Ad</b>	A sponsorship statement is included to the left of the image.	Transparent PNG-24 image (logo) with outline/glow suitable for dark/light backgrounds	100x34	3K	Section & story pages Editorial Calendar pages for events and holidays.  <div style="border: 1px solid black; padding: 5px;"> <b>Exceptions</b>  Cox: Not available  Post: Not available, however, see the Post Ad Specs Supplement for information about a similar ad, the Local News Title Bar Ad. </div>

<b>Content Integration Module</b>	The CIM is made up of multiple elements: Title Bar Element Logo Branding Element: Title Bar Logo or Bookend Logo (see previous) or no logo option Headline Element (with linking element) Content Image Element (Linking Element) Content "Teaser" Text Element (Linking Element)	HTML  Title Bar Logo: Transparent PNG-24 image (logo) with outline/glow suitable for dark/light backgrounds  Bookend Logo: GIF or JPG and solid background color stretched to fill horizontal space	Title Bar Logo: 100x34  Bookend Logo: 160x60	Title Bar Logo: 3K  Bookend Logo: 5K	Section and story pages: Above and below the right rail Skyscraper Ad: Right Rail Above the Skyscraper Ad: Two CIMs can be fixed or rotating Right Rail Below the Skyscraper Ad: One CIM, rotating only Main body of section or story page content with site approval  <b>Exceptions</b> Cox: See Cox Ad Specs Supplement for Cox's unique specs. Post: Not available.
<b>Sponsor Blurb</b>	The Sponsorship Blurb is made up of multiple elements: Headline: 50 characters, usually sponsor name Sponsoring Logo: Static images only; no animation. Content "Teaser" Text (linking element): 150 character teaser text with a "more details" link.	HTML JPG	Sponsoring logo: 80x60 or 120x90	6K	Varies depending on section  <b>Exceptions</b> Cox Sponsor Blurb specs are unique. See Cox Ad Specs Supplement for more info.
<b>Section Page Sponsorship</b>	Two ads on a page with linked content, a Title Bar and a Sponsored Brick End	Title Bar Logo Element: Transparent PNG-24 image (logo) with outline/glow suitable for dark/light backgrounds  Sponsorship Brick Element: JPG, animated or static GIF; no Flash	Title Bar Logo Element: 100x34  Sponsorship Brick Element: 300x100	Title Bar Logo Element: 3K  Sponsorship Brick Element: 10K	Section and story pages in any editorial section; other sections with site approval  <b>Exceptions</b> Cox: Not available Post: See Post Ad Specs Supplement for Post's unique specs.
<b>Story Page Sponsorship</b>	Two ads on a page with linked content: Story Page Brick Element Footer Ad Element	Sponsorship Brick Element: JPG, animated or static GIF; no Flash  Footer Ad Element: Transparent PNG-24 image with outline/glow suitable for dark/light backgrounds	Sponsorship Brick Element: 250x120  Footer Ad Element: 100x34	Sponsorship Brick Element: 10K  Footer Ad Element: Varies	Section and story pages in any editorial section; other sections with site approval  <b>Exceptions</b> Cox: Not available Post: See Post Ad Specs Supplement for Post's unique specs.
<b>Sponsorship Wrapper Ads</b>	These ads consist of two ads: a Top and Bottom Wrapper.	Top wrapper: GIF (animated or static) or JPG  Bottom wrapper: GIF or JPG, animated or static; Flash Animations for the Bottom wrapper are as follows: <ul style="list-style-type: none"> <li>• Animated GIF: 15 seconds with a four cycle maximum, with a two second pause User-initiated expansion available in leave behind element</li> <li>• Flash: 15 seconds with a four cycle maximum</li> </ul>	Top wrapper: 640x60  Bottom wrapper: 640x120	Top wrapper: 20K  Bottom wrapper: 20K	These ads are intended for use with a larger content area on its own story or detail page, such as full-size weather radar maps or editorial interactives; the ad is not intended for use on a section page or on a story page with any other content in the main content area besides the content being sponsored.  <b>Exceptions</b> Not available on Cox or Post sites.
<b>Navigation Ad Tile</b>	Ad container is fixed in vertical navigation bar Ad design should complement navigation for best visitor experience The ad will be shown across the site as navigation is on every page, so it is recommended as a sponsorship position	GIF, JPG, Flash	Standard: 125x125  Optional: 120x120	8K	All pages with a navigation bar, midway down the navigation after the main section headings:  Ads can be customized by section on request.  <b>Exceptions</b> Not available on Cox, Post, or legacy site templates.

## Click Tags

<p><i>Scripting For LAB Units</i></p>	<p><b>CLICKTAG:</b> Create and label a button the size of your ad on the top layer of your Flash file. Put this script on the button:</p> <pre>on (release) {     getURL(_level0.clickTag, "_blank"); }</pre> <p><b>FOUR TIMES CYCLE (stop last frame)</b> Please make your ad animate a maximum of four times. The script is below for your reference: First frame on timeline:</p> <p>First frame on timeline:</p> <pre>var a = 0</pre> <p>Last frame on timeline:</p> <pre>a++; if (a&gt;=4) {     stop(); } else {     gotoAndPlay(2); }</pre> <p><b>FOUR TIMES CYCLE (stop before last frame)</b> Use this script if your last frame does not include pertinent information: First frame on timeline:</p> <pre>var a = 0;</pre> <p>Frame to stop on:</p> <pre>a++; if (a&gt;=4) {     stop(); } else {     play(); }</pre> <p>Last frame on timeline:</p> <pre>gotoAndPlay(2);</pre> <p><b>OR YOU CAN USE THIS SCRIPT</b> First frame on timeline:</p> <pre>var a = 0;</pre> <p>Last frame on timeline:</p> <pre>a++; if (a&gt;=4) {     gotoAndStop(*FRAME LABEL HERE*); } else {     gotoAndPlay(2); }</pre>
<p><i>Scripting for ads with multiple click tags</i></p>	<p><b>CLICKTAG:</b> If client wants multiple click tags in one ad, they need to create a button for each item they want to click through to a different URL. Each button should have our standard tag with a slight change to each script (the..."(.clickTag#...") changes), as seen below:</p> <p>BUTTON ONE:</p> <pre>on (release) {     getURL(_level0.clickTag, "_blank"); }</pre> <p>BUTTON TWO:</p> <pre>on (release) {     getURL(_level0.clickTag1, "_blank"); }</pre> <p>BUTTON THREE:</p> <pre>on (release) {     getURL(_level0.clickTag2, "_blank"); }</pre> <p>We will need to know which item has which ".clickTag#" and what the URL is they want associated with that click tag.</p>