

# DIGITAL

## ADVERTISING SPECS

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# OVERVIEW

## ONLINE ADVERTISING SPECS: 1

### MATERIALS SUBMISSION

- Creative units must be submitted to your designated Ad Operations Coordinator a minimum of 5 business days prior to campaign launch for standard media and 10 business days prior to launch for rich media to enable thorough testing or campaign launch may be delayed.
- Send creative files attached, not embedded.
- Text ads must be sent formatted exactly how they are supposed to show. Crain Ad Ops does not format text ads.
- Creative submissions should be accompanied by the Creative Submission form and include the following:
  - Advertiser name
  - Publication Name
  - Detailed trafficking instructions
  - Creative files
  - Alternate text (30 character limit, if applicable)
- Linking URL - Linking URLs must be domain name based and cannot be the IP address (i.e., <http://207.123.456.78>)

### BASIC .GIF AND .JPG

- Static .jpg and animated .gif files accepted.

### RICH MEDIA

Rich Media is defined as advertisements that users can interact with in a web page format (as opposed to solely animation and excluding click-through functionality). These advertisements can include sound, video, or Flash. Rich media may appear in ad formats such as banners and buttons as well as transitionals and various over-the-page units such as floating ads, expandable/retractable units and tear-backs. Rich Media also includes in-page and in-text digital video advertisements where the associated content is not streaming in a player environment.

Please contact your sales representative for submission guidelines relating to over-the-page units and video in-banner units. All expenses related to serving third party rich media ads will be the responsibility of the advertiser.

### FLASH ADS

- Please save down to Flash 8.
- Buttons placed on layers below the invisible clickTAG button will not display will not respond to mouse interaction.
- No 2 buttons should overlap.
- Ads which load additional files should load these files from absolute URLs (i.e., <http://www.>, etc.).
- Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the ad.
- The Flash frame rate must be 18 frames per second or less; frame rate of twelve frames per second is preferred.
- ActionScript 2.0 is required.
- When submitting Flash (SWF) file format, please refer to our required modification instructions at <http://www.crain.com/flash>
- An alternate gif/jpg image must be provided.
- Shockwave (.swf) files can have NO spaces in the names. Please use underscores. ( \_ )

### THIRD-PARTY NETWORKS

We accept creative from most major ad serving networks (please inquire).

- 3rd party tags must be live at the time of submission to enable thorough testing before launch
- Reporting access must be provided for all 3rd party served campaigns.

### ADDITIONAL CREATIVE GUIDELINES

- Creative must match ad size and conform to specifications outlined herein.
- 15-second maximum for all animation.
- 3 times looping maximum.
- Animation/Expansion can begin again on mouse over, but must stop immediately on mouse off.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content.
- Any sound must be user-initiated and is defined as a click based interaction rather than a mouseover or rollover. All ads must be clearly labeled with "Play" and "Stop" controls.
- Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads. Up to 3 additional polite downloads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.
- Advertising Operations Group is not responsible for any changes to the Ad Creative itself. All changes have to be made by the Client and resubmitted for trafficking.
- Creative must have branding.
- No fake HTML or simulated interactivity
- No obscene or otherwise objectionable images.
- Creative cannot use the 'Publication' name or logo without pre-approval.
- Ads clicks through to provided URL in a new browser.
  - Exception: Interstitials are not clickable
- Expandable ads can expand to 2 times the size of one side of the creative.

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# OVERVIEW



## ONLINE ADVERTISING SPECS: 2

### EMAIL AD SPECIFICATIONS

- Only static .jpg and animated .gif files accepted.
  - .jpgs or static images are preferred
- Rich media, including Flash is not accepted for email advertisements
- 3rd Party Serving: We accept creative from most major ad serving networks (please inquire).
  - Standard image tags for .gif and .jpg accepted **OR**
  - Creative file to specs with click command and tracking pixel.
  - 15-second maximum for all animation.
- Creative with a white background must have a minimum 1-pixel border

- to differentiate ad from editorial content.
- Advertising Operations Group is not responsible for any changes to the Ad Creative itself. All changes have to be made by the Client and resubmitted for trafficking.
- Any ads submitted over 22k run the risk of being read as spam by some email programs.
- Many email clients remove or truncate animation in banners. It is recommended that desired marketing information be contained in the first frame for best results.

### FILE SIZES/TYPES/DIMENSIONS

Dimensions (W x H) Pixels	Max. File Size (GIF or JPEG)
300 x 250	22K
728 x 90	22K

### VIDEO PRE-ROLL

Crain Communications websites predominately utilize the BrightCove Video Platform. The Brightcove platform is a Flash environment and therefore the advertising campaigns that run against the players must be developed in a format that Flash supports. The specs listed below are reproduced from Brightcove and are for our most common execution. Please confirm execution with your sales representative.

#### Pre-roll video specs:

- .FLV format required
- Video length: up to :15 maximum
- Dimensions: 480x360 (4:3 Standard) or 480x270 (16:9 Widescreen)
- Frame rate: same as source or 1/2 of source (15 to 30 fps)
- Video Data Rate: 600kbps
- Audio Data Rate: 48kbps
- Total Data Rate: 648kbps
- Keyframe: every 30 or 60 frames (2 seconds)

- It is recommended to crop to TV-Safe Area and de-interlace
- Video Ad is clickable, please supply a click-thru URL. A 3rd party click command is allowed for the click-thru.
- Video should not include a leader
- If 3rd party tracking is desired, the advertiser can provide one tracking pixel (in standard tag form) to track the video pod. The video pod consists of the pre-roll and any companion banners.

#### Leave Behind Ad Units:

- Dimensions: 468x60, 300x250, 728x90 (Inquire with your publication sales representative regarding specifics) These units can be submitted as flash (specs below) or static images (jpg, non-progressive or gif, non-animated 30k)
- Frame rate: 30 fps.
- File format required: SWF, Flash 8.
- 3rd Party Serving: Any creative tags (JavaScript, HTML, Iframe/Ilayer) are not permitted. One click command is allowed per creative for the click-thru of these units.
- All code should be ActionScript 2.0.
- No max animation length.

- Requires a rectangle with a top left registration point at (0, 0) drawn on stage for the whole movie. The rectangle should be the desired size of the ad. This bounding box can have an opacity of 0%, but must be present so the players can size the ad properly.
- Actual ad content should begin on or after frame 5. At this point, content can be inset from the stage borders or extend outside them without it affecting sizing.
- References should not be made to `_root` unless `_lockroot=true`. It is recommended that relative paths be used instead.
- Must not reference `level0` in ActionScript.
- Must not change player quality with ActionScript.
- You can manage a single-click through URL in Flash units.

# OVERVIEW

## ONLINE ADVERTISING SPECS: 3

**IMPORTANT:** Writing methods and properties to any Flash object's prototype property will cause it to be added to all instances of that object. Avoid modifying the prototypes of Flash's built-in objects like MovieClip, TextField or Button in the creatives. Doing so will modify all instances of these objects in the Brightcove player, bloating the player and possibly causing erratic behavior. The recommended method for developing in Flash using ActionScript 2.0 is that prototypes are not modified and that instead classes are created that extend the built-in objects.

### DATA REPORTED:

If requested, **Crain Communications** will provide reporting on campaign impressions, clicks and CTR. CRAIN will attempt to provide the same reporting for 3rd party served ads, but may be limited based on tagging configurations.

### DISCLAIMERS:

- Click-through tracking is not available on the following advertising elements:
  - HTML advertising elements that use method="POST" for form submittal.
  - Rich media elements that use embedded or compiled URL information (Macromedia Flash creatives that do not use the FS command, for example).
- Cache-busting is available automatically for pre-approved third party served agencies, others by request only. Exception: Third party served click URLs for hard-coded placements (text links, etc.) are not cache busted. Therefore, click data for hard-coded placements using third party served click URLs may not match click data from the third party agency. Please enter the Cache busting tags; **Crain Communications is not responsible for entering these tags.**
- **Crain Communications** reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.

### POLICY GUIDELINES FOR ADS THAT COLLECT PERSONAL INFORMATION:

**Crain Communications** allows advertisements to collect personal identifying information; however you may be asked to make changes to the ad units or include additional disclosure in order to be acceptable for advertising.

If you wish to collect personal information within advertisements, those ad units will need to:

- Clearly identify your organization.
- Provide a direct link to your privacy policy, adjacent to the submit button.
- Clearly identify the purpose for collecting the information.

Additional disclosure may be required. Please see your Sales Representative for more information on required notices. **Crain Communications** will also label all such ad units with "ADVERTISEMENT".

# HOME PAGE TAKEOVER/FIRST IMPRESSION TAKEOVER

## Advertiser must provide the following:

- Interstitial ad: 640x480
- Banner ads: 300x250, 728x90

## INTERSTITIAL AD (640X480)

### General Specifications

- 640x480 in dimension
- Flash 8 player
- Due 7 days prior to run date
- No additional movie loading from the SWF
- 60K max file size
- 5-8 seconds max
- No interactivity or buttons in introductory message

## Required code when submitting a shockwave interstitial file

- When submitting Flash (SWF) file format, please refer to our required modification instructions at <http://www.crain.com/flash>

## Files required for submissions

- SWF file
- FLA file
- Fonts used (Mac format preferred)

The page featuring the introductory message will have an *Advertising Age* logo and a link directly to AdAge.com

## When submitting a third party served interstitial

The interstitial cannot be clickable/interactive. Interstitial needs to play message and stop. AdAge.com will take care of the redirect to [www.adage.com](http://www.adage.com).

## BANNER ADS ON HOME PAGE

Dimensions	Max. File Size		Animation Length	Max. Loops
	GIF or JPEG	Flash/Rich Media		
300x250	40K	50K	15 sec.	3
728x90	40K	50K	15 sec.	3

## Rich media

We accept Flash, Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. When submitting Flash (SWF) file format, please refer to our required modification instructions at <http://www.crain.com/flash>

## Third-party networks

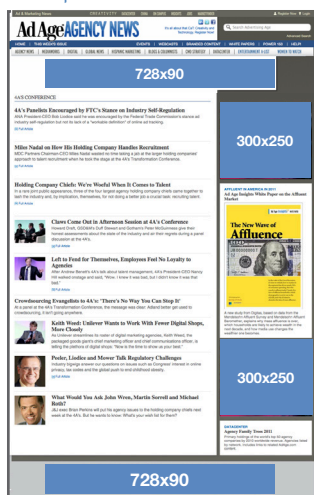
We accept creative from most major ad serving networks (please inquire).

## Materials Submission

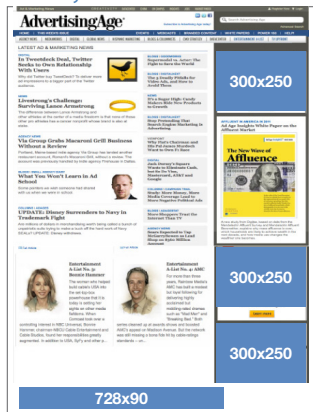
All creative must be received at least 5 business days prior to start of schedule. Send materials to Sherry Emard at [semard@crain.com](mailto:semard@crain.com).

**QUESTIONS?** Contact Sherry Emard  
at 313.446.0429  
or [semard@crain.com](mailto:semard@crain.com)

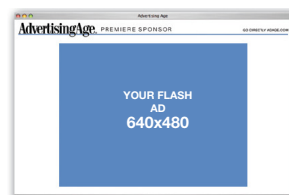
First Impression Takeover



Home Page Takeover



Interstitial Ad



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# RUN OF SITE/PREMIUM RUN OF SITE

## Advertiser must provide the following:

- Banner ads: 300x250, 728x90

## FILE SIZES/TYPES/DIMENSIONS

Dimensions	Max. File Size			Max. Loops
	GIF or JPEG	Flash/Rich Media	Animation Length	
300x250	40K	50K	15 sec.	3
728x90	40K	50K	15 sec.	3

## Rich media

We accept Flash, Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. When submitting Flash (SWF) file format, please refer to our required modification instructions at <http://www.crain.com/flash>

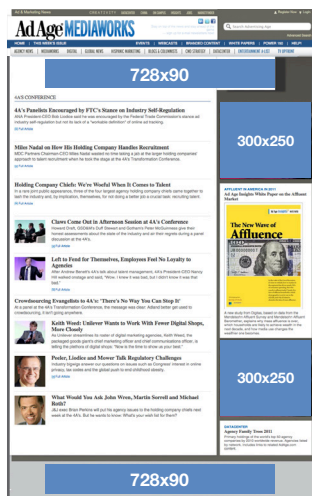
## Third-Party Networks

We accept creative from most major ad serving networks (please inquire).

## Materials Submission

All creative must be received at least 5 business days prior to start of schedule. Send materials to Sherry Emard at [semard@crain.com](mailto:semard@crain.com).

**QUESTIONS?** Contact Sherry Emard at 313.446.0429 or [semard@crain.com](mailto:semard@crain.com)



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# HTML E-MAIL NEWSLETTERS

**INCLUDES AD AGE DAILY, MEDIAWORKS, AD AGE DIGITAL, CMO STRATEGY, GLOBAL, CaT AND CREATIVITY**

## Advertiser must provide the following:

- For Newsletter: Banner ads - 300x250, 728x90 (GIF/JPEG only)  
Special note about 2007 Outlook users: Animated GIFs are not well supported. Image defaults to first image in the animation series.
- For On Site\*: Banner ads - 300x250, 728x90 (GIF/JPEG or rich media)

## EMAIL NEWSLETTER BANNER ADS (File sizes/types/dimensions)

Dimensions	Max. File Size		Animation Length
	GIF or JPEG	Flash/Rich Media	
300x250	22K	N/A	Not recommended
728x90	22K	N/A	Not recommended

## ON SITE BANNER ADS (File sizes/types/dimensions)

Dimensions	Max. File Size			Max. Loops
	GIF or JPEG	Flash/Rich Media	Animation Length	
300x250	40K	50K	15 sec.	3
728x90	40K	50K	15 sec.	3

## RICH MEDIA (ADAGE.COM AND CREATIVITY-ONLINE.COM ROS ONLY)

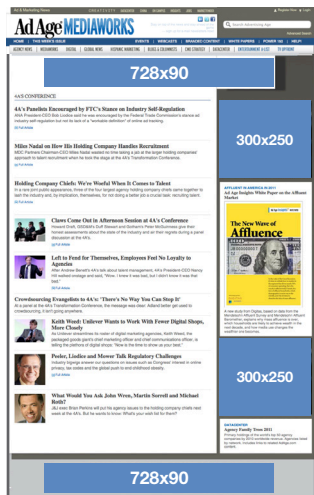
We accept Flash, Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. When submitting Flash (SWF) file format, please refer to our required modification instructions at <http://www.crain.com/flash>

## THIRD-PARTY NETWORKS (ADAGE.COM AND CREATIVITY-ONLINE.COM ROS ONLY)

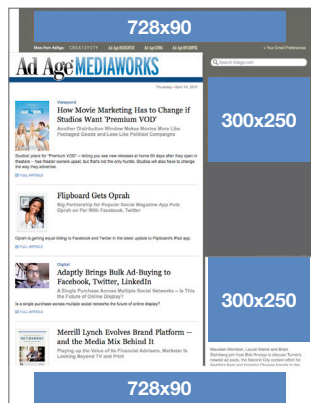
We accept creative from most major ad serving networks (please inquire).

\*NOTE: Advertising on Ad Age Daily does not include AdAge.com impressions. To add impressions on AdAge.com, talk to your sales representative.

On Site



Newsletter



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# HTML E-MAIL NEWSLETTERS

## RECOMMENDATIONS

### BEST PRACTICE RECOMMENDATIONS:

- **Animated gifs** will only display the first image in the series when viewed in Outlook 2007, so make sure that important info is not included in later images.
- **Flash should not be used within an email – it just doesn't work in most email clients.** If Flash is required for the campaign, consider directing the user to a hosted landing page to view the Flash creative.
- **Do not use JavaScript** since most email clients do not support it due to security concerns.
- **Forms, such as search boxes, are not recommended** because they are not well supported by email clients.
- **Combat image suppression** by adding ALT text to your images. That way, if the image is not downloaded the subscriber will still be able to see a description of the content.

### EMAIL CLIENT DELIVERABILITY

#### Outlook 2007

- Flash WILL NOT work. Consider sending users to a hosted page where Flash creative will be able to play.
- No support for forms regardless of how simple they are
- Background images will not load, and should not be used
- Animated GIFs are not well supported. Image defaults to first frame in the animation series.

#### Pre-2007 Outlook/MAC Mail

- Flash is not accepted.
- Image maps work correctly
- Background images can be used as long as user clicks to view images
- JavaScript doesn't work and should not be used

#### Lotus Notes

- Flash does not work and cannot be loaded.
- Using too many images or images that are too large can cause them to be misconfigured.
- Lotus Notes does not support forms.
- Lotus Notes strips out JavaScript (may vary by version)

#### Gmail, Yahoo, Hotmail/MSN

- Flash does not work and cannot be loaded.
- JavaScript doesn't work and should not be used.
- Single background images defined in the <td> tag will appear, while background images defined in the <body> tag do not.



# EVENT SPONSORSHIPS

INCLUDES AD AGE EVENTS AND OTHER INDUSTRY EVENTS

## Advertiser must provide the following:

- On video viewer: Video Pre-Roll ad; Two banner ads: 300x250 and 300x60
- On industry event section: Banner ads: 300x250, 728x90
- For co-branded promotions: Advertiser logo (EPS, vector-graphic)

## FOR VIDEO VIEWER VIDEO PRE-ROLL ADS

Max. Length: 15 seconds • Format: Quicktime:

Video Codec: h.264; Audio Codec: any; Dimensions: 640x480; Frame rate: 29.97 fps

## BANNER ADS

Dimensions	Max. File Size			Animation Length	Max. Loops
	GIF or JPEG	Flash/Rich Media	Flash/Rich Media		
300x250	40K	50K	50K	15 sec.	3
300x60	20K	40K	40K	15 sec.	3

## Restrictions

Only Flash ads can be animated. No animated GIFs on the video viewer.

## Rich media

We accept Flash, Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. When submitting Flash(SWF) file format, please refer to our required modification instructions at <http://www.crain.com/flash>

## Third-Party Networks

We accept creative from most major ad serving networks (please inquire).

## FOR INDUSTRY EVENT SECTION BANNER ADS

### File Sizes/Types/Dimensions

Dimensions	Max. File Size			Animation Length	Max. Loops
	GIF or JPEG	Flash/Rich Media	Flash/Rich Media		
300x250	40K	50K	50K	15 sec.	3
728x90	40K	50K	50K	15 sec.	3

## Rich media

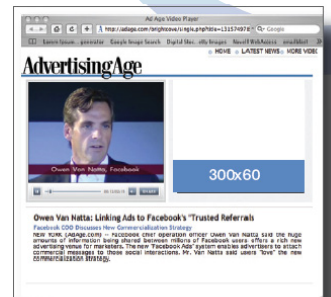
We accept Flash, Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. When submitting Flash (SWF) file format, please refer to our required modification instructions at <http://www.crain.com/flash>

## Third-Party Networks

We accept creative from most major ad serving networks (please inquire).

## Materials Submission

All creative must be received at least 5 business days prior to start of schedule.  
Send banner materials and logo to Sherry Emard at [semard@crain.com](mailto:semard@crain.com).  
Send video pre-roll materials to Paris Bogdanos at [pbogdanos@adage.com](mailto:pbogdanos@adage.com).



## QUESTIONS?

Contact Sherry Emard  
about banner ads at  
313.446.0429 or  
[semard@crain.com](mailto:semard@crain.com)  
Contact Paris Bogdanos  
about video ads  
at 212.210.0401 or  
[pbogdanos@adage.com](mailto:pbogdanos@adage.com)

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# AD AGE VIDEO

## Advertiser must provide the following:

- Video pre-roll ad
- Two banner ads: 300x250, 300x60

## VIDEO PRE-ROLL ADS

**Max. Length: 15 seconds**

### Format: Quicktime

- Video Codec: h.264
- Dimensions: 640x480
- Audio Codec: any
- Frame rate: 29.97 fps

## BANNER ADS

### Max. File Size

Dimensions	GIF or JPEG	Flash/Rich Media	Animation Length	Max. Loops
300x250	40K	50K	15 sec.	3
300x60	20K	40K	15 sec.	3

## Restrictions

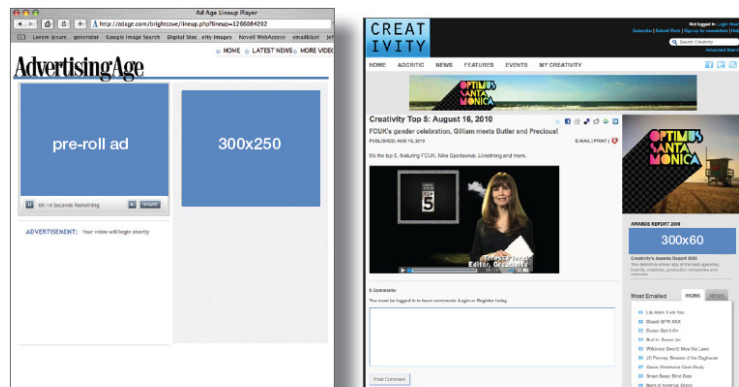
Only Flash ads can be animated. No animated GIFs on the video viewer.

## Rich media

We accept Flash, Java-script, HTML and others (please inquire). All expenses related to serving rich media ads will be the responsibility of the advertiser. When submitting Flash (SWF) file format, please refer to our required modification instructions at <http://www.crain.com/flash>

## Materials Submission

All creative must be received at least 5 business days prior to start of schedule. Send banner materials to Sherry Emard at [semard@crain.com](mailto:semard@crain.com). Send video pre-roll materials to Paris Bogdanos at [pbogdanos@adage.com](mailto:pbogdanos@adage.com).



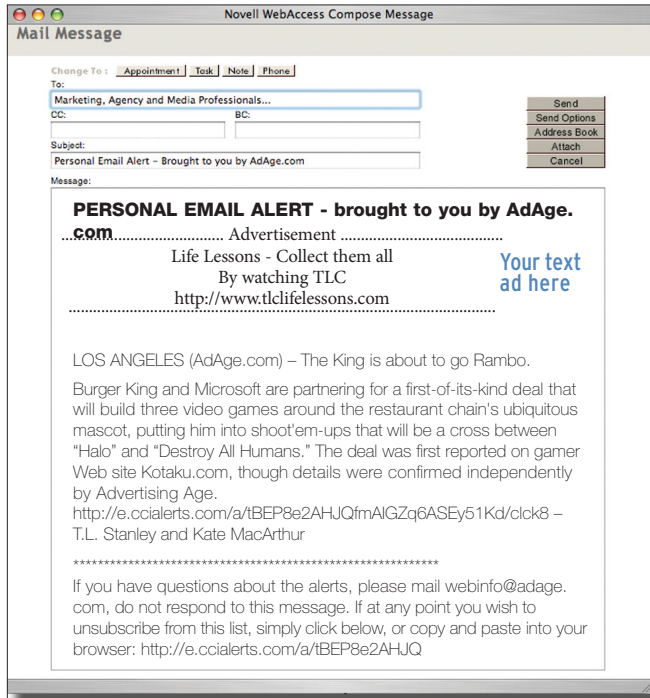
**QUESTIONS?** Contact Sherry Emard about banner ads at 313.446.0429 or [semard@crain.com](mailto:semard@crain.com)  
Contact Paris Bogdanos about video ads at 212.210.0401 or [pbogdanos@adage.com](mailto:pbogdanos@adage.com)

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# TEXT E-MAIL NEWSLETTERS

## Advertiser must provide the following:

- 3 lines of text plus a URL
- 60 characters per line



## Materials Submission

All creative must be received at least 5 business days prior to start of schedule. Send all materials to Emily Chiang at [echiang@adage.com](mailto:echiang@adage.com).

**QUESTIONS?** Contact Emily Chiang at 212.210.0246 or [echiang@adage.com](mailto:echiang@adage.com)

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