

DIGITAL **ADVERTISING SPECS**



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**CREAT
IVITY**

RUN OF SITE

Advertiser must provide the following:

- Three banner ads: 728x90 and two 300x250

FILE SIZES/TYPES/DIMENSIONS

Dimensions	Max. File Size		Animation Length	Max. Loops
	GIF or JPEG	Flash/Rich Media		
300x250	20K	30K	15 sec.	3
728x90	20K	30K	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.craini2i.com/flash/>

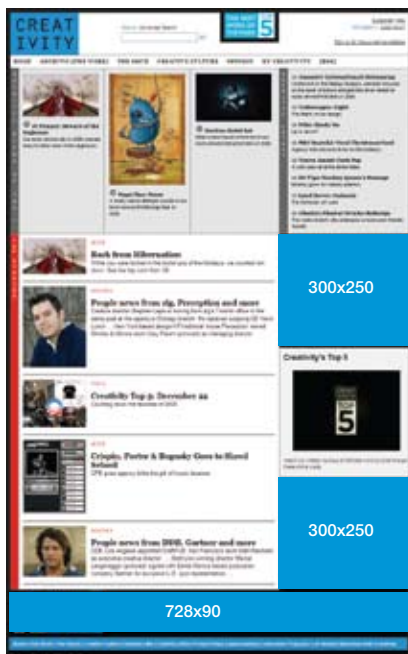
Third-Party Networks

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.

QUESTIONS? Contact Sherry Emard at 313.446.0429 or semard@crain.com



HOME PAGE TAKEOVER

Advertiser must provide the following:

- Three banner ads: 728x90 and two 300x250

BANNER ADS ON HOME PAGE

Dimensions	Max. File Size		Animation Length	Max. Loops
	GIF or JPEG	Flash/Rich Media		
300x250	20K	30K	15 sec.	3
728x90	20K	30K	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.craini2i.com/flash/>

Third-Party Networks

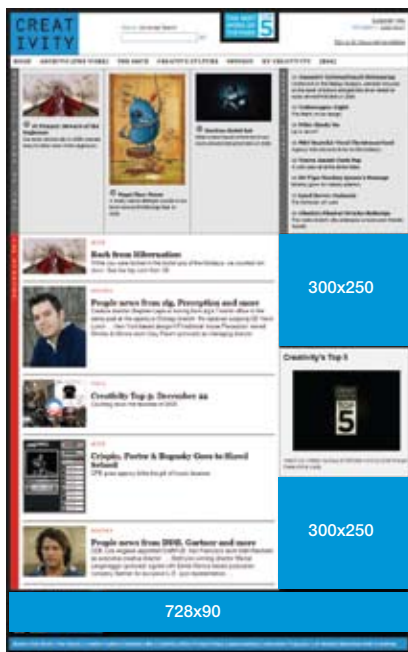
We accept creative from most major ad serving networks (please inquire).

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.

QUESTIONS? Contact Sherry Emard at 313.446.0429 or semard@crain.com



CREATIVITY VIDEO

INCLUDES CREATIVITY TOP 5, FACE 2 FACE AND ON CREATIVITY

Advertiser must provide the following:

- Video pre-roll ad
- Three banner ads: 728x90 and two 300x250

VIDEO PRE-ROLL ADS

Max. Length: 15 seconds

Format: Quicktime

- Video Codec: h.264
- Audio Codec: any
- Frame rate: 29.97 fps
- Dimensions: 640x480 or 640x360 (640x360 will fit the entire frame while 640x480 will have black edges on the sides)

BANNER ADS

Dimensions	Max. File Size		Animation Length	Max. Loops
	GIF or JPEG	Flash/Rich Media		
300x250	20K	30K	15 sec.	3
728x90	20K	30K	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.craini2i.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 to Sherry Emard at semard@crain.com.

Send video pre-roll materials to Paris Bogdanos at pbogdanos@adage.com.



QUESTIONS? Contact Sherry Emard about banner ads at 313.446.0429 or semard@crain.com
Contact Paris Bogdanos about video ads at 212.210.0401 or pbogdanos@adage.com

**CREAT
IVITY**

SPECIAL REPORT SPONSORSHIPS

Advertiser must provide the following:

- Three banner ads: 728x90 and two 300x250
- Advertiser logo

BANNER ADS

File Sizes/Types/Dimensions

Dimensions	Max. File Size			
	GIF or JPEG	Flash/Rich Media	Animation Length	Max. Loops
300x250	20K	30K	15 sec.	3
728x90	20K	30K	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.craini2i.com/flash/>

Third-Party Networks

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

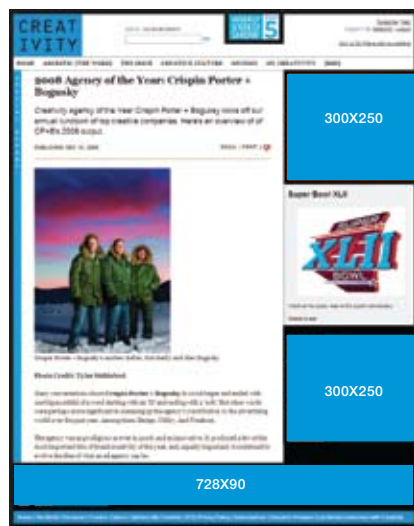
ADVERTISER LOGO

- EPS, vector-graphic

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.

QUESTIONS? Contact SherryEmard at 313.446.0429 or semard@crain.com



CREATIVITY NEWSLETTER

Advertiser must provide the following:

- For Newsletter: banner ads - 728x90 and 300x250 (GIF/JPEG only)
- For Creativity-online.com: banner ads - 728x90 and two 300x250 (GIF/JPEG or rich media)

BANNER ADS

File sizes/types/dimensions

Dimensions	Max. File Size		Animation Length	Max. Loops
	GIF or JPEG	Flash/Rich Media		
300x250	20K	30K	15 sec.	3
728x90	20K	30K	15 sec.	3

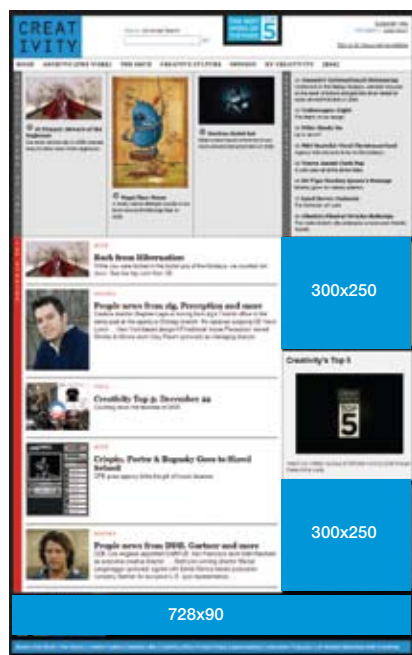
RICH MEDIA (CREATIVITY-ONLINE.COM ROS ONLY)

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.craini2i.com/flash/>

Third-Party Networks (CREATIVITY-ONLINE.COM ROS ONLY)

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

Creativity-Online



Creativity Newsletter

