

Online Display Advertising: Banners

SIZES ACCEPTED	Leaderboard 728 x 90	IMU 336 x 280	Medallion 120 x 90
Max File Size	39K	39K	39K
HTML in Banner	✓	✓	—
JavaScript	✓	✓	—
Animated .gif	✓	✓	Static Only
Expanding	✓	✓	—
Over the Page	—	✓	—
Interstitials	No	No	No
Looping Limit	3	3	—
Method=	GET	GET	GET
Video	User-Initiated	User-Initiated	No
Audio	User-Initiated	User-Initiated	No

Creative & destination URL due at least 5 business days before posting.

Externally Served Ads

- We use Dart for Publishers (dfp), and can run internal redirects with dfa tags for those who use Dart for Advertisers.
- Our ads are served into iframes on the web pages.
- For creative loaded into 3rd party ad servers, the initial load should be less than 45k, with a maximum secondary load of 90k

Creative Submissions

Email creative for all programs to: adops@demo.com. Please include DEMO in subject line.

Ad Rates and Questions

Kevin Hause
khauser@demo.com
 415-267-4525

Expanding Ads

- All expanding ads should be user-initiated on roll over.
- Expanding ads should auto-collapse on roll off.

	728 x 90	336 x 280
Direction	Down Only	Left and Down
Max Dimensions	728 x 315	536 x 330

Over the Page Ads

- Floating object should resolve into 336x280 ad, on right side of page within 3 seconds.
- Size of floating object should not exceed 100X100.

Flash Media

- Provide Creative in Flash (.swf) format
- Include Back-up of .gif file (to support viewers who do not have Flash enabled)
- Maximum filesize is 39k
- Provide a click-through URL – do not hardcode into the .swf file
- Include a button action in the Flash coded as follows:

```
on (Release) {  
  getURL (_level0.clickTag,"_blank");  
}
```

Please click here for instructions on creating FLASH files
http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

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Email Newsletters

- **Headline:** A maximum of 40 characters, including spaces.
- **Copy:** 50 words or less, in straight ASCII TEXT (.txt) file format. To avoid any "text" errors or character conversions in newsletters, do not cut and paste text from any format other than .txt files. Word, Lotus Notes, Outlook and many other formats will often alter text, especially trademark and registration symbols. No special formatting (i.e., bullets, tabs, numbering) or special characters (i.e., tilde, acute, ligature...) will be accepted.
- **Click-thru URL** (max. 256 characters) must appear on a separate line following the copy.
- **Submit company name** as it should appear as the sponsor of the newsletter.
- **Note:** For ad performance tracking purposes, redirect coding will be added to newsletter URLs, unless you request otherwise.
- **Newsletter creative policy:** Previously submitted e-mail newsletter copy will be used unless new copy is received by the deadline date. Network World is not responsible for typos in the text submitted.
- **Delivery:** During holidays or for technical reasons, newsletters may be mailed after the date specified in the insertion order.

Copy due 5 p.m. EST Wednesday the week before the scheduled delivery date.

Video Sponsorship

Pre-roll Video Specs:

- **Pre-roll length:** 15 seconds
- **Dimensions:** 480x360 (4:3 Standard)
- **Frame Rate:** same as source or 1/2 of source (15 to 30 fps)
- **Video Data Rate:** 352kbps
- **Audio Data Rate:** 48kbps
- **Total Data Rate:** 400kbps
- **Keyframe:** every 30 or 60 frames (2 seconds)
- **File format required:** FLV, Flash 8
- It is recommended to crop to TV-Safe Area and de-interlace
- Video should not include a leader
- Video Ad is clickable, please supply a click-through URL
- To submit pre-roll video creative, please ftp and notify adops@nww.com of filename that has been placed:

Site: [ftp](#). _____

Username: _____

Password: _____

(Cont'd on Next Page)

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Video Sponsorship (cont'd)

Additional Banner Ads for Video Library:

- Two banner sizes: 300x250 and 468x60
- The Brightcove video platform is Flash based, and can only accept Flash or non-progressive .jpg ads.
- Frame rate: 30 fps
- Maximum file size: 39k
- File format required: .swf, Flash 7 or Flash 8
- 3rd Party Serving: Redirect URLs to the creative asset is permitted.
- Other types of creative tags (JavaScript, HTML, Iframe/Ilayer) are not permitted.
- Maximum initial stream: 40k with up to 4 additional download streams upon user click are permitted – each additional stream may not exceed 50k.
- Maximum animation length: 15 seconds
- No looping.
- 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
- Any reference to any methods or properties of the Stage class must be removed.
- Must not change player quality with Actionscript.
- As of our current release, you are able to manage a single click-through URL in Flash units, based on the spec below:

IMPORTANT: Writing methods and properties to any Flash object's prototype property will cause it to be added to all instances of that object. As such, it is strongly discouraged that the prototypes of Flash's built-in objects like MovieClip, TextField or Button are modified 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 instead classes are created that extend the built-in objects.

IMPORTANT: Click-through URLs should not be embedded within the creative, but provided separately. For clickthrough functionality, add an invisible button over the stage, making the entire area of the banner clickable. Attach the following `getURL()` call to the button's release event.

```
on (release) {  
    getURL (clickTag, "_blank");  
}
```

The `clickTag` variable will be undefined at the time of compiling, but will be populated dynamically with a value at run-time. The second parameter of the `getURL()` command ("`_target`") is required as it ensures that the URL call will be made in a new browser window and the Brightcove player experience will not be disturbed.

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