

halifax media group

ONLINE ADVERTISEMENT SPECIFICATIONS

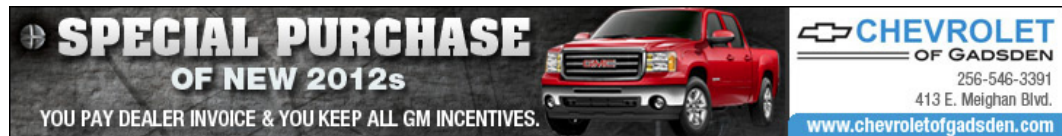
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IAB STANDARD AD UNITS

NAMING & SIZES

Leaderboard	728x90
Medium Rectangle	300x250
Wide Skyscraper	160x600
Skyscraper	120x600
Half-Page Ad	300x600
Micro Bar	88x31
Marquee (sponsorship only)	300x100

sizes in pixels, width x height



Leaderboard



Medium Rectangle



Marquee (sponsorship only)



Micro Bar



Half-page Ad



Skyscraper

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)

dn.automall.springsale.ins10234.300x250.date

1. 2 digit property code
2. Advertiser name/campaign
3. IO Number or Xpance No.
4. size and date

FILE SIZE RESTRICTIONS

IAB Standard Ad Units should have a file size less than or equal to 40k.

dn.automall.springsale.ins10234.300x250.2-12-2013

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, 728x90's will expand to 728x180.
- Maximum file size including all elements is 100K* (if created by HMG CSC)

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 HMG CSC)

SLIDING BILLBOARD

- Consists of three elements, controller/reminder, alternative image, billboard panel.
- Ad loads, then expands 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.

EXPANDABLE BANNER /RICH MEDIA ADS**SIDEKICK ADS**

- Expandable format that launches from IAB standard ad, pushing page content leftward, revealing large, functional canvas
- Consists of three components.
 1. IAB standard 300x250 (starting ad)
 2. Canvas area (Wallpaper)
 3. Video
- Viewing occurs once per unique visitor for each 24 hour period.
- Open duration is seven seconds.
- Can run with any Rich Media ad, except Wallpapers (it has its own)

WALLPAPER AD

- Consists of one static component (no animations).
- 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 160 pixels wide (Height may vary according to advertisement content)
- Wallpaper should accompany another ad of matching campaign/client subject
- Click Through URL's are allowed within the advertisement area

FLOATING AD

- Two pieces, Main ad and Leave Behind
- Size choices or 300x250 and 950x330
- Leave behind ad acts as a replay button or static message
- Leave behind will live at the lower left footer of the page

FLOORBOARD AD

- Two pieces
- Main Sliver spans the entire width of the site, and is 15 pixels high
- Once clicked, a message area will expand another 40 pixels by 980 pixels wide.
- Ad can auto-expand then collapse after a 4 second reveal

VIDEO

300X60 OVERLAY | 300X250 COMPANION

- Must be an image file only. jpg or gif.
- Dimensions 300x60 pixels, RGB.
- Max file size is 40K.

300x250 companion

- gif, jpg, swf, or third party tags.
- Click tag required for swf.
- Dimensions 300x250 pixels.
- Max file size is 40K
- No expandables or floating ads
- Same animation guidelines listed on page 2

**IN-BANNER VIDEO UNIT**

- Length = No longer than 15 seconds (DMC can edit longer videos, if need be)
- File Type = .mov or .avi

VIDEO

MIXPO

- Job Requests must be made through Xpance
- 300X250
- Defaults to autoplay with "Audio Off".
- User is prompted to "Click to Play With Sound".
- Rating, Additional Click Thru URL, Info, Lead Capture Email, Send to Friend, Embed Video, Share, Copy Link, and Survey are available as an overlay menu.
- Twittler and Facebook Widget Available
- Several Player Skins to choose from.
- Maximum 20 seconds run-time.
- Submit to Search Engines
- Submit to YouTube
- Client Provided Video must be in Quicktime or .Mov format (other formats may be acceptable. Contact the CSC for possibilities).
- Custom Overlays can be applied (even animations).
- Custom Start and End Frame available.
- Reporting on ad performance
- Editing of existing client video is available though the CSC

MOBILE

MOBILE – IPAD**Section-front banner ads:**

- 728x90 (portrait orientation)
- 960x90 (landscape orientation), 1024x90 for Sarasota and Daytona
- Both portrait and landscape are required
- 200K max file size
- Animation: Up to 3 seconds
- Best practice is to create a landing page with specific offer rather than link to the advertiser's Web site.

Article page half-page ads:

- 350x860 (portrait), 300x650 (Sarasota–Daytona)
- 477x600 (landscape), 300x900 (Sarasota–Daytona)
- Both portrait and landscape are required
- 300K max file size
- Animation: Up to 3 seconds

MOBILE

MOBILE – IPAD (CONT)

Full-page interstitial ads (Lakeland and Gainesville only):

- 1024x768 (portrait orientation) - creative space is 900x500, centered. Additional area is reserved for a white border.
- 768x1024 (landscape orientation) - creative space is 560x800, centered. Additional area is reserved for a white border.
- Both portrait and landscape are required
- 700K max file size
- Static, JPEG/GIF files
- Designer need only create the 900x500 or 560x800.
Our third party vendor will place the creative in a template that includes border. This is the process followed by contract.
- The interstitial is served in between the first and second article.
- The frequency cap for interstitials is one per session. A session is defined as each time the reader opens the application. The interstitial will automatically slide off the screen after six seconds if the user does not interact with the ad.
- Until the reader dismisses the interstitial (or it automatically slides off the screen after six seconds) the ad unit remains locked in portrait mode on the page.
- The "skip this ad" button is included in the provided white container that surrounds the ad creative.
- Ad call functions: click to download app/content from app store; click to Web site (in-app Web browser); click to map; click to MPEG4 video; click to YouTube video

Best practice is to create a landing page with specific offer rather than link to the advertiser's Web site

MOBILE

MOBILE – IPHONE

Front section and article page banner ads:

- 320x50 and 300x50
- Landscape orientation is not available
- GIF, PNG, JPEG for still image, 10K max file size
- Animated GIF for animation, 15KB max file size
- Animation: Up to 15 seconds
- Link to a mobile landing page.

Full-page interstitial ads:

- 320x480 (portrait orientation)
- Landscape orientation is not available
- 150K max file size
- Animation: Up to 6 seconds
- Ad call functions: click to download app/content from app store; click to Web site (in-app Web browser); click to call; click to map; click to MPEG4 video; click to YouTube video

MOBILE WEB

Section-front and article page banner ads:**320x50 (portrait orientation)**

- GIF, PNG, JPEG for static image, 10KB max file size
- Animated GIF for animation, 15K max file size

300x50 (portrait orientation)

- GIF, PNG, JPEG for static image, 10KB max file size
- Animated GIF for animation, 15K max file size

Best Practice: All banners should link to a mobile landing page

ADS FOR EMAIL CAMPAIGNS - EXTERNAL (OUTSIDE OF HMG 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)

PAGE TAKEOVERS**SPECIFICATIONS**

- Include up to 4 of the following ad sizes and combinations:
 1. 728x90
 2. 300x250
 3. Wallpaper
 4. Sliding Billboard
- All ads run Exclusively, rather than impression based, at the same time and day.

NON-ENDORSED AD TYPES**FORBIDDEN AD TYPES**

- Interstitial ads on the main sites
- Full-sized Floating ads, covering the entirety of the host site
- Ads without a definable dimension (ie. ads that match the background color of our site, without border, in order to blend ad content with editorial)
- Pop up and Pop Under ads

CLIENT SUPPLIED ADS**CLIENT SUPPLIED ADS**

Any client supplied ad sent to ADOPS must have meet the standard criteria of any **Yahoo APT** and **Google DFP** based/served ads (see page 2).

- 40k Maximum file weight
- 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

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>