

# Advertisement Specifications

Updated: 2/01/09

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## Standard Rules

- All ad units must launch a new browser window when clicked on
  - Ads are served via JavaScript Ad calls, not iframes.
  - Audio must be user initiated with a clearly recognizable on/off button
  - All expanding ad units must be user initiated
  - All floating ad units must have a clearly recognizable close button
  - OAS 24/7 is used to serve all Parenting advertisements
  - All rich media ads must have an alternate GIF version of creative
  - The Parenting Group reserves the right to terminate a campaign at any indication that it is not being properly served.
  - For further inquiries regarding ad specifications, clients/agencies/3<sup>rd</sup> party vendors can email ptgadops@bonniercorp.com
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## Lead time:

Three business days for standard creative

Five business days for Rich media:

- All floating ad creative
  - All video ad creative
  - Expanding ad creative
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3<sup>rd</sup> Party Ads Tags are accepted, but not limited to the following vendors:

- Atlas
- Bluestreak
- Doubleclick
- MediaPlex

## 3<sup>rd</sup> Party Rich Media

We accept, but not limited to rich media ad units from the following vendors:

- Atlas • Interpolls • Eyeblander • Eyewonder • Motif • PointRoll • United Virtualities • Unicast/Viewpoint

\*No Expandable Rich Media ads on Parenting Homepage.\*

\*3rd Parties may polite stream an additional 70k if targeted only to high-bandwidth users. Total: 100k\*

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## Available Advertising Unit Sizes:

30k max for gif, jpeg and flash. No Looping or animation restrictions.

300x250

728x90

160x600

640x480 (Interstitial)

TEXT AD (We accept 1x1 tracking pixel)

1. Text Ad is site served.
  2. Total Char limit 95 Char.
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## Flash Ad Units

- Flash files served via OAS must be coded properly for proper click and impression tracking.
- All Flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash.
- A click thru URL and Default image must also be supplied for each .SWF ad unit.

Create an invisible button over the area that you want 'active/clickable' to users

1. On that invisible button, put the following action:  
on (release) {getURL(clickTAG, "\_blank");}
2. We accept Flash version 6-10

## **Expanding ad:**

Ad unit:            Expanded Dimensions:  
300x250            550x250 (expand left)  
728x90             728x270 (expand down)  
160x600            480x600 (expand left)

File size:  
30k Closed  
70k Expanded  
Total: 100k

## Mouse Over / Mouse Off:

- Ad must expand upon mouse over or click on expand button
  - Ad must retract upon mouse off or clicking on close button.
  - If the ad expands with user click, the panel still must retract when mouse is removed.
  - Any sound must be user initiated by click, not mouse over.
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## **Video:**

-Video can run with the following available ads:

728x90  
300x250  
160x600  
Pre-roll

- Max file size for Video is 50k for initial load and an additional 250k streamed in.
  - Pre-Roll Max play time 15 seconds.
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## **Interstitial:**

-50k max for gif, jpeg, Flash  
640x480

- All Interstitial functionality is handled by The Parenting Group
  - Frequency cap is set at 1 time per 24hrs.
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## **Newsletter:**

-30k max for gif, jpeg  
728x90  
160x600

- General Newsletter serves 1 728x90 in the middle.
- Fertility and Pregnancy Newsletter serves 2 160x600s on the right
- Ages and Stages TBD
- Newsletters can only be site served, standard images, and no rich media.
- Newsletters can not handle any code, no 1x1 tracking pixels.

## **Creative Policy:**

- The Parenting Group has final approval for all ads with respect to editorial/creative content.
- The Parenting Group reserves the right to remove an advertisement from its web sites at any time for any reason.
- Changes to an existing campaign must be received at least three business days prior to the change.
- \* The Parenting Group Reserves the right to refuse any rich media advertising without explanation, and to modify and/or append these guidelines without advance notice.