

# Online Ad Specs

	Dimensions	Required Files	Size or Length	Time/FPS	Rich Media
	728×90	.jpg/.gif/rich media, 3rd party tag (javascript), click through URL.	40k	15 sec; 13 to 18 fps	Most Rich Media accepted.
	Additional Notes: See banner ad policy below.				
Leaderboard					
	300×250	.jpg/.gif/rich media, 3rd party tag (javascript), click through URL.	40k	15 sec; 13 to 18 fps	Most Rich Media accepted.
	Additional Notes: See banner ad policy below.				
Medium Rectangle					
	300×600	.jpg/.gif/rich media, 3rd party tag (javascript), click through URL.	40k	15 sec; 13 to 18 fps	Most Rich Media accepted.
	Additional Notes: No expansion or floating units.				
Half-page Ad					
	125×125 or 160×125 depending on site	.jpg/.gif/rich media, 3rd party tag (javascript), click through URL.	40k	15 sec; 13 to 18 fps	Rich Media not accepted at this size.
	Additional Notes: See rich media specification below.				
Button					
	468×60	.jpg/.gif/rich media, 3rd party tag (javascript), click through URL.	40k	15 sec; 13 to 18 fps	Rich Media not accepted at this size.
	Additional Notes: See banner ad policy below.				
Banner					
	160×600	.jpg/.gif/rich media, 3rd party tag (javascript), click through URL.	40k	15 sec; 13 to 18 fps	Most Rich Media accepted.
	Additional Notes: See banner ad policy below.				
Skyscraper					
	605×80 605×450 (AMN and ACPN only)	Static .jpg/.gif, standard tags; click-through URL OR Dart Redirect tag.	40k	Static or Animated GIF	Only .gif or .jpeg. Rich Media not accepted in e-newsletters.
	Additional Notes: Please include a click-through URL if sending a gif or jpg.				
Newsletter Banner Ads					
Transitionals (Prestitials)	500×500	.jpg/.gif/rich media, 3rd party tag (javascript), click through URL	40K		Rich Media not accepted.

*Additional Notes:* [Click here for more information.](#) [Click here to see a transitional in action.](#)

728×90 to			
728×280			
300×250 to		15 sec	Most Rich Media
600×500	3rd party rich media file 40k	13 to 18 fps	accepted.

*Additional Notes:* See more details below.

## **Expandable Ads**

	Flash (.swf) or images		
955×300 to	(.jpg, .png, .gif) with	15 sec	Most Rich Media
955×50	click URL 50k	13 to 18 fps	accepted.

*Additional Notes:* [Click here for more information.](#) [Click here to see a content pusher in action.](#)

## **Content Pusher**

# **General Information**

## **Banner Policy**

Banners may not at any point during the campaign have additional creative that extends beyond the designated banner area unless approved by Babcox Media Inc. and specified in the IO. This includes but is not limited to rollovers, surveys, non-user-initiated daughter windows and DHTML elements. Approval will be determined on a case-by-case basis. All ad placements should spawn a new browser window when clicked upon.

## **Creative Deadlines**

All creative materials must be received at least 5 business days prior to the launch of the campaign.

## **Rejecting Creative**

Babcox reserves the right to reject any creative that does not follow specs.

## **SWF File Policy**

Babcox will accept up to three creative executions per ad size, with one unique URL per creative, per campaign.

We will provide click through data for each placement.

The following files must be trafficked: .swf, backup .gif, click-through URL.

Babcox will create the HTML which calls the .swf creative. Babcox will not be responsible for counting clicks on .swf creatives that are not trafficked to this spec. Please see the bottom of the page for more details.

## **3rd Party Tag Policy:**

Babcox will accept and traffic up to three tags per placement, per campaign.

## **Late Creative**

Babcox will not guarantee the start date for late creative.

## Expanding Banner – User Initiated not Takeover

### General Specs

- Creative should clearly state “Roll Over/ Peel Me For More info” (or something similar).
- A maximum of 30% of the banner can contain the hotspot. The hotspot must be on/ around the area that says “Roll Over/ Peel Me For More info”.
- If running a wrapper on a page, only one banner can expand by mouse roll-over.
- Panel should disappear upon user scroll off.
- Size: 40 K max file size.
- We only accept one expanding RM banner per wrapper/page.
- We accept the following: Atlas, Dart, Eyeblander, Eyewonder, Interpolls, Klipmart, Pointroll, Unicast, and United Virtualies.
- Audio must be user-initiated on mouse click
- Mute button required

### Leaderboard

- Panel will expand downwards from the 728×90 ad placement.
- Drop Down/ Peel Back panel should not exceed 728×350 pixels in total, banner inclusive.

### Medium Rectangle

- Panel will expand left from the 300×250 ad placement.
- Expanding panel should not exceed 600×250 pixels in total, banner inclusive.

## Rich Media – Non User Initiated

### General

Accepted types	• We accept the following: Pointroll, Eyeblander, Unicast, Klipmart, Interpolls, United Virtualies, Eyewonder, Dart, and Atlas.
Accepted Ad Formats	• Expandable banner, Polite banner, Standard banner
Not accepted Ad Formats	• Window ad, Commercial break, Wallpaper ad, VideoClip ad
Lead time	• 5 days
Maximum file size	• 100KB
Accepted Flash versions	• Flash 5, Flash 6, Flash 7, Flash 8, Flash 9
Close Button	• Close button must have non transparent background • Delayed appearance of the Close button is not allowed • The minimal Close button size is 40×40 pixels• Close button should have “Close” text• Close button should have “X” symbol• Close button location can be any location
Reminder	• Max Play duration for Reminder:10 seconds
Video Specifications	• Max bits per second: 550 Kbps• Max video movie length: 15 sec

## Creating a Flash Ad that is not 3rd party served

In order for Babcox to properly track clicks for advertisers using .swf files, we do some initial testing. When we receive the .swf files, the first step for us is to check if the files click through. If they do, this indicates that a click-through URL has been assigned to the .swf by the creative agency or client. When this happens, Babcox is not able to insert the click-through URL, and therefore we cannot track or report on the clicks or click-through rates.

Any click-through URLs should be assigned to the creative by Babcox. We will be able to embed our ad server tracking code along with the destination URL. If the advertiser assigns the click-through URL to the .swf file, Babcox will not be able to report clicks or measure click-through rates.

### Creating a SWF Creative File for Use in Open AdStream (OAS)

These instructions are intended for Flash Versions 9 and 10 using ActionScript 3.0 (click [here](#) for instructions for Flash Versions 7-10 using ActionScript 2.0)

Button Setup Steps:

1. Create a Button, if the button is not already on the stage, drag it to the stage.
2. Give the button an instance name (myButton) on the stage
3. Right click on the first key frame for the layer that contains the button (in the timeline pane); from the context menu select “Actions” (this will open the Actions Frame for that layer)
4. Place the click tag actionscript (listed below) in the Actions Frame

```
// ActionScript 3.0

/* Requires

* – Button symbol on Stage with instance name “myButton”

*/

myButton.addEventListener(MouseEvent.CLICK, buttonSymbol_click);

function buttonSymbol_click(evt:MouseEvent):void {

var clickTAG:String = loaderInfo.parameters.clickTAG;

// Check for malicious code injections, only use URLs if they begin with http: or https:

if ((clickTAG.substr(0, 5) == “http:”) || (clickTAG.substr(0, 6) == “https:”))

{

var req:URLRequest = new URLRequest(clickTAG);

navigateToURL(req, “_blank”);

}

}
```

To learn more about modifying Flash files, please visit the Macromedia website at <http://www.macromedia.com/resources/richmedia/>