REPRESENTING

Creative Specifications for Online Ads

Total Audience Solutions.

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Our Creative Department is always available to answer any questions you may have. Please direct any inquiries to your Digital Solutions Strategist.

Creative Samples can be viewed at http://www.njadvancemedia.com/creative-samples/

STANDARD ADS

Ad Size	Common Names	File Size	Animation	File Format
728x90	Leaderboard	40k max	yes	JPG, GIF, SWF*
300x250	Rectangle	40k max	yes	JPG, GIF, SWF*
300x600	Halfpage	40k max	yes	JPG, GIF, SWF*
160x600	Skyscraper	40k max	yes	JPG, GIF, SWF*
170x30	Sponsor	6k max	no	JPG, GIF
120x60	Badge Section Sponsor	6k max	no	JPG, GIF

- All ANIMATION (GIF/SWF) MUST STOP AFTER 15 seconds.

- Use ActionScript 2.0, Flash 9.0.

- If created in Flash, you may include a replay button that restarts the animation.

*All SWF files must include a backup JPG and clickTAG. Please consult the index for instructions on how to add a clickTAG.

Deliverable:
For Static Ads: JPG or GIF file
For Animated: GIF file or SWF AND backup JPG

Creative Specifications for Online Ads

SLIDING BILLBOARD

Consists of two units, a 980x30 pencil and a 980x300 billboard. The 980x30 DOES NOT go away when expanded, full expanded size 980x330.

Ad Size	Common Names	File Size	Animation	File Format
980x30	Pencil	40k max	no	JPG, GIF
980x300	Billboard	90k max	yes	JPG, GIF, SWF*

- All ANIMATION (GIF/SWF) MUST STOP AFTER 5 seconds.

- Ad will automatically expand on page load the first time a unique user is served the ad. After the first serving, user clicks to expand ad. Due to usability concerns, a rollover method to get this ad to expand is not acceptable.

- If there is no close button, AdOps will include a close button, 3px from the top and 3px from the right, sized 85x25 pixels. If clients wish to include their own it must be within that predefined area. The size and location is non-negotiable.

- Ad can be provided as a third party tag. The complete functioning SBB must be included in a single tag, cookie-limited to one per user per day.

*All SWF files must include a backup JPG and clickTAG. Please consult the index for instructions on how to add a clickTAG.

Deliverable:
For Static : JPG or GIF file
For Animated: GIF file or SWF AND backup JPG

INTERSTITIAL ADS

All interstitial units are compatible with desktop, tablet and mobile devices. All you to need provide is the click thru URL.

Ad Size	Common Names	File Size	Animation	File Format
640x400	Interstitial	60k max	yes	JPG, GIF, SWF*

- Expandable units can be 800 pixels wide or less.

- Accepted file types JPG and SWF.

- All ANIMATION (SWF only) WILL STOP AFTER 15 seconds.

- Ad will auto remove after 15 seconds. Then display EITHER a leaderboard OR rectangle leave behind, these should be built to specs found under Standard Ads on Page 3.

*SWF files for interstitials do not need to include a clickTAG.
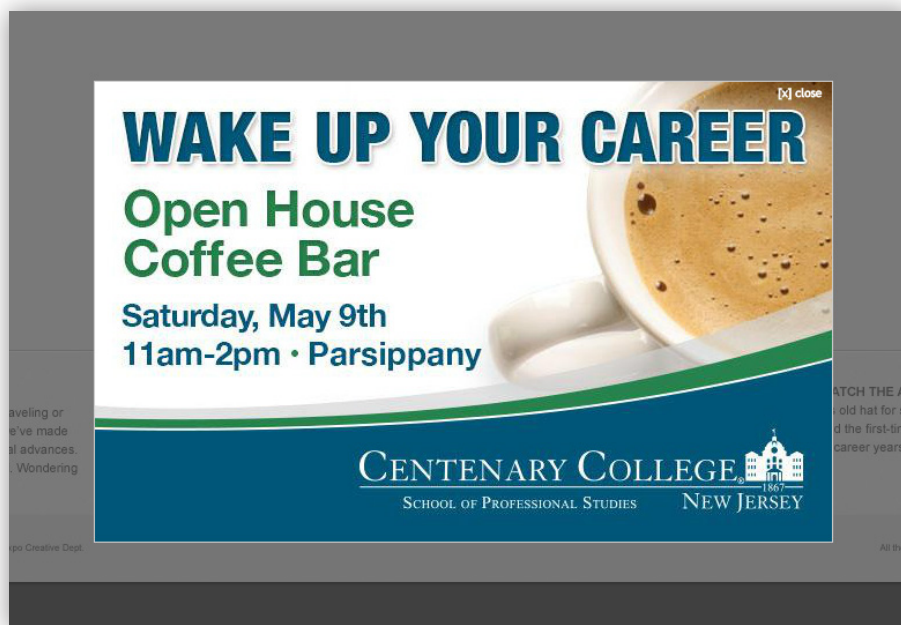
Deliverable:
For Static: JPG
For Animated: SWF ONLY
For leave behind: JPG or SWF file for EITHER leaderboard OR rectangle
Click Through URL

MOBILE ADS

Ad Size	Common Names	File Size	Animation	File Format
320x50	Mobile Banner	40k max	yes	JPG, GIF
300x250	Mobile Rectangle	40k max	yes	JPG, GIF
320x416	Mobile Interstitial	40k max	no	JPG, GIF

- All ANIMATION (GIF only) MUST STOP AFTER 15 seconds.
- Mobile Interstitial auto removes after 15 seconds.

Deliverable:
For Static: JPG or GIF file
For Animated: GIF ONLY (SWF files cannot display on mobile)

HIGH SCHOOL SPORTS MOBILE ADS

Ad Size	Common Names	File Size	Animation	File Format
320x50	Mobile Banner	40k max	yes	JPG, GIF
640x106	Mobile Banner	40k max	yes	JPG, GIF
480x79	Mobile Banner	40k max	no	JPG, GIF

- All ANIMATION (GIF only) MUST STOP AFTER 15 seconds.

Deliverable:
For Static: JPG or GIF file
For Animated: *GIF ONLY (SWF files cannot display on mobile)*

MOBILE APP ADS
PHONE

Ad Size	Common Names	File Size	Animation	File Format
320x50	Mobile Banner	40k max	yes	JPG, GIF
300x250	Mobile Rectangle	40k max	yes	JPG, GIF

TABLET

Ad Size	Common Names	File Size	Animation	File Format
728x90	Mobile Leaderboard	40k max	yes	JPG, GIF
300x250	Mobile Rectangle	40k max	yes	JPG, GIF

- All ANIMATION (GIF only) MUST STOP AFTER 15 seconds.

Deliverable:
For Static: JPG or GIF file
For Animated: GIF ONLY (SWF files cannot display on mobile)

WALLPAPER ADS

A wallpaper is a tile or single image placed on the background of the site, excluding the center content well*. In essence it's a large design element that occupies the area to the right and left of the content well.

The wallpaper unit CANNOT run independently. It must be run with a leaderboard and rectangle of the same advertiser.

TILED SPECS
Deliverable: JPG/GIF only. No Flash. No animation.

Dimensions: 100x100 to 200x200 (can be rectangular within those height and width limitations.)

Max file size: 10k

SINGLE-IMAGE SPECS
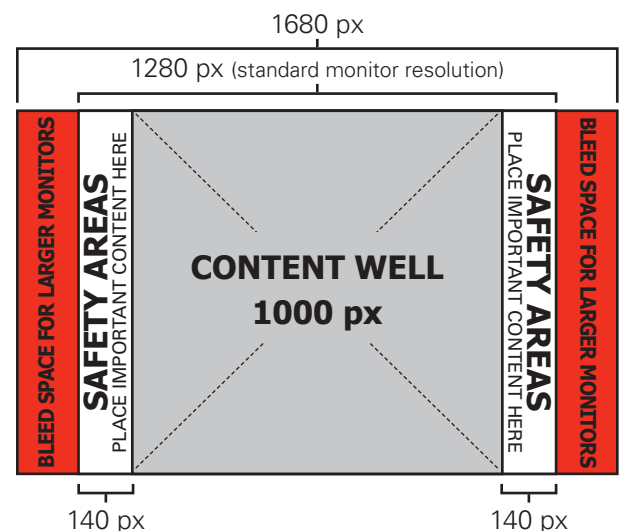*Deliverable:* JPG/GIF only. No Flash. No animation.

Dimensions: 1280-1680 pixels wide, 800-1600 pixels high
The center content well plus 10px of white space on either side of it will knock out the center 1000px on the single image. While not necessary, you can leave this center part of the image white or a solid color to reduce file size.

Max file size: 100k max RECOMMENDED file size (We will accept 200k if absolutely necessary, but the page can be slow to load and this might negatively affect performance - please make file sizes as small as possible.)

- A monitor width of 1280 pixels is common, though many screens are larger. At this resolution, you only have an effective width of about 140px on either size of content well to deliver your message (1280px total - 15-19px scrollbar - 1000px content well). You can have information outside of this 1280px boundary, but RECOMMENDED all important information within 1280px. This is just a caution. We will still accept up to 1680px wide creative.

    - Please refer to the illustration to right.

1680 px
1280 px (standard monitor resolution)

BLEED SPACE FOR LARGER MONITORS

SAFETY AREAS
PLACE IMPORTANT CONTENT HERE

CONTENT WELL
1000 px

SAFETY AREAS
PLACE IMPORTANT CONTENT HERE

BLEED SPACE FOR LARGER MONITORS

140 px   140 px

- We highly recommend fading the bottom of the wallpaper to white. We can't change the background of the page and can not tile anything down the page below the creative, so non-fading creative will simply have an abrupt end at the bottom. Again, however, this is just a caution and we will accept an image that otherwise meets our specs.

EXPANDABLE ADS

All expandable units are built in PointRoll by NJ.com, all you to need provide are initial, expanded elements, and click-through URL.*

*Unless provided a 3rd party tag

Initial Ad Size	File Size	Expansion Size	Animation	Expands
728x90	40k - 120k	728x360	yes	Down
300x250	40k - 120k	600x250	yes	Left
160x600	40k - 120k	320x600	yes	Left

- Accepted file types JPG, SWF, and STATIC GIF (at this time PointRoll cannot accept animated GIF files).

- All ANIMATION (SWF only) MUST STOP AFTER 15 seconds for initial and 5 seconds for expanded.

- Ad will automatically expand on page load the first time a unique user is served the ad. After the first serving, user rolls over to expand ad.

Expandable Ads can contain video. Please consult index for video specs.

Deliverable:
For Static: JPG or GIF file
For Animated: GIF file or SWF AND backup JPG
Click Through URL
Video if applicable: Consult index for video specs

SIDEKICK ADS

All sidekick units are built in PointRoll by NJ.com, all you to need provide are initial, expanded elements, and click-through URL.

Initial Ad Size	File Size	Expansion Size	File Size	Animation	Expands
300x250	40k max	850x700	100k max	yes	Right

- Accepted file types JPG, SWF, and STATIC GIF (at this time PointRoll cannot accept animated GIF files).

- All ANIMATION (SWF only) MUST STOP AFTER 15 seconds.

- Upon user click, Sidekick pushes page content horizontally to the left and loads in the right gutter of the page. Upon close, ad collapses and page content is pushed back right. See example below.

Sidekicks can contain video. Please consult index for video specs.
*SWF files for Sidekicks do not need to include a clickTAG. This will be added in PointRoll.
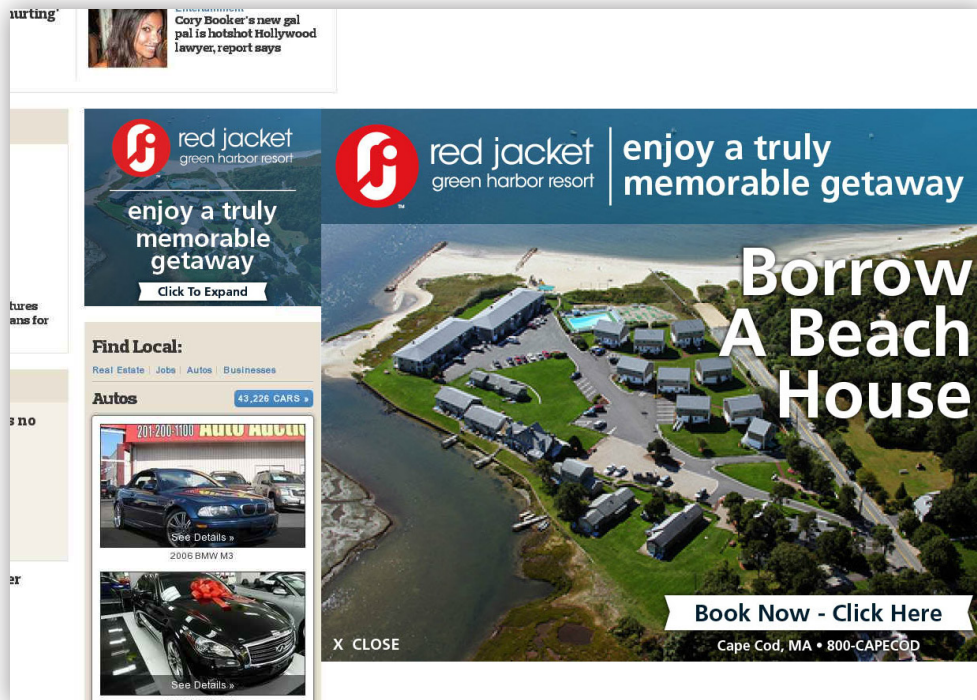
Deliverable:
For Static: JPG or GIF file
For Animated: GIF file or SWF AND backup JPG
Click Through URL
Video if applicable: Consult index for video specs

STANDARD DISPLAY VIDEO ADS

All video units are built in PointRoll by NJ.com, all you need provide are video components, a static image to display after the video, and click-through URL.

Ad units that allow for video
- Rectangle
- Halfpage
- Expandable Rectangle
- Expandable Leaderboard
- Sliding Billboard
- Interstitial

Optimal video file format:
Video Codec: H.264 (main profile/level 4.1 suggested but not required)
Video Bitrate: >5 mbps
Audio Codec: AAC
Audio Sample Rate: 44.100/48.000 kHz
Audio Bitrate: >128 kbps
File Wrapper: mp4, mov

30 second max, video auto plays and is muted to start.

PREROLL VIDEO

Thanks to the powerful vendor platform, we can now accept just about all common video file formats in any size. Preroll length, however, continues to be limited to 15 seconds. If a video file longer than 15 seconds is submitted, we will add a "skip" function at the 15 second mark.

- Formats: MP4, FLV, MOV, WMV, etc.
- File size - 200MB Max
- Preroll video length - 15 seconds (or longer video with 15 second "skip" feature that AdOps will add automatically)
- Postroll video length - 30 seconds

Preroll is now HTML5 complaint. That means that preroll will run on all platforms.*

*iPhone plays preroll, but Apple's environment doesn't allow clicks. Preroll will, however, be forced to play in full.

CORNER PEEL

Consists of 2 units, a 125x100* teaser and an 800x600* open peel.

Ad Size	Common Names	File Size	Animation	File Format
125x100*	Teaser	40k max	yes	JPG, GIF, SWF
800x600*	Open Peel	200k max	yes	JPG, GIF, SWF

- All ANIMATION (GIF/SWF) MUST STOP after 5 seconds for Open Peel. Can loop for Teaser.

- Ad will automatically expand on page load the first time a unique user is served the ad. After the first serving, user clicks to peel ad. Due to usability concerns, a rollover method to get this ad to expand is not acceptable.

- AdOps will include a standardized close button.

* Files need to be 125x100 and 800x600, however ad space area is shaped like a triangle to allow for peel area. Please see below.

Deliverable:
For Static: JPG or GIF file
For Animated: GIF file or SWF AND backup JPG

TEASER GRAPHIC

OPEN PEEL GRAPHIC

RESPONSIVE RICH MEDIA ADS

All RRM units are compatible with desktop, tablet and mobile devices. All you to need provide are the display ad sizes and the answers to the questions below.
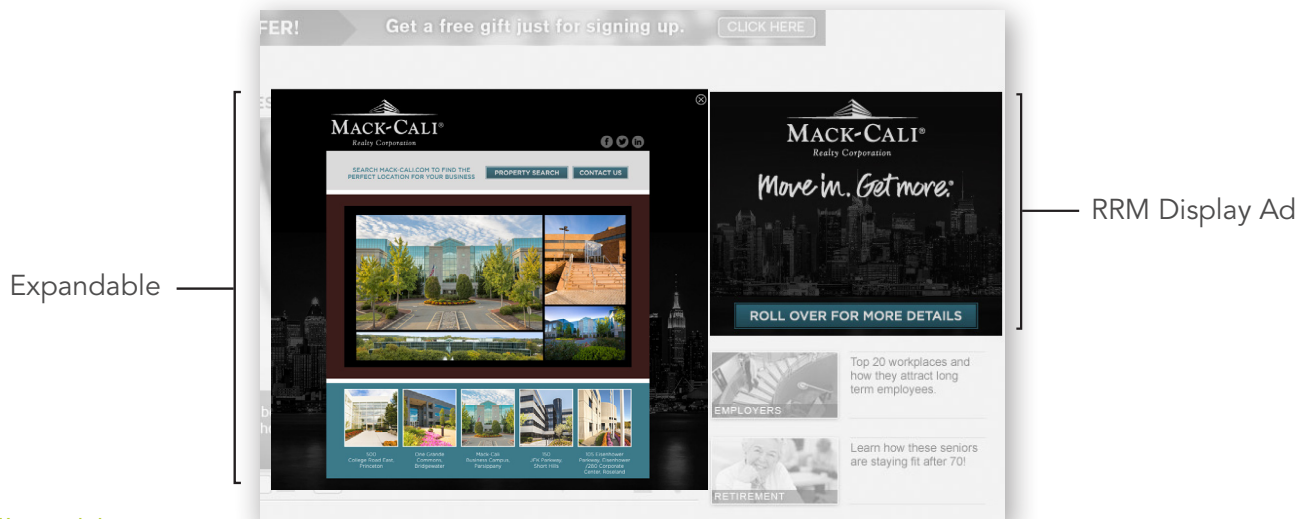
1. What is goal of this ad campaign?

2. Who is the target audience?

3. What is the benefit statement?

4. What is the Call to Action?

5. What is the expected annual revenue for this client?

6. What are the Top THREE RRM features your client has expressed is important to their campaign.

7. Video file (.MP4, .MOV, .WMV) or YouTube link to download file must be provided.

- RRM Display Ads (non expanding units)
  Rectangle • Leaderboard • Sliding Billboard • Halfpage • Mobile

- Expandable units can be 800 pixels wide or less.

- Videos/slideshows can be any length however, we recommend the video to be 30 sec. or less.

FEATURES

Thanks to the powerful vendor platform, we can provide clients with various features such as:

- Add to Calendar
- Count Down
- Coupon
- Dayparting
- Expandable
- Instagram Feed
- Lead Capture Form
- Geotargeting

- Live Content Feed
- Map + Directions
- Mobile Alert
- More Video
- Optimization
- Panel
- Photo Gallery
- Pin It Button

- PowerShare
- Search Box
- Share
- Survey
- Twitter Click to Follow
- Twitter Feed
- Weather Trigger
- Youtube

Expandable

RRM Display Ad

Deliverable:
Links and Tags

REAL DEALS EBLAST

Provide below elements
- Header Image - 600px wide
- Masthead copy - RECOMMENDED 50 characters or less
- Headline - RECOMMENDED 100 characters or less
- Body copy
- Click-through URL

See below for breakdown of elements.

Masthead Copy

Header Image

Headline

Body Copy

ADDITIONAL INFO

ADDING A CLICKTAG

1. Create a new layer and name it "ClickTAG" move it to the top-most layer.
2. Draw a rectangle covering the stage of the movie. To ensure the correct size, we can click on the item and in the properties panel, make the size the same dimension as the document size.
3. Now while still selected, we hit fn+F8 and convert to a symbol. In this case, we want to select "button" and give it the name ClickTAG.
4. Once the object is converted to a symbol, we can now double click the button to edit the different stages of the button. In the timeline, since we want an invisible button with a 'hit' stage, we can simply drag the first keyframe into the last keyframe which should be labeled "Hit".
5. Double click outside of the button to return to main timeline. You will know you did it right if the button now shows as opaque blue.
6. To add the actionscript, click on the button and go to the action panel.
7. Insert the appropriate code as requested by the publication.

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

VIDEO SPECS FOR EXPANDABLE ADS

Optimal video file format:
Video Codec: H.264 (main profile/level 4.1 suggested but not required)
Video Bitrate: >5 mbps
Audio Codec: AAC
Audio Sample Rate: 44.100/48.000 kHz
Audio Bitrate: >128 kbps
File Wrapper: mp4, mov

30 second max, video auto plays and is muted to start.

VIDEO SPECS FOR SIDEKICK ADS

Optimal video file format:
Video Codec: H.264 (main profile/level 4.1 suggested but not required)
Video Bitrate: >5 mbps
Audio Codec: AAC
Audio Sample Rate: 44.100/48.000 kHz
Audio Bitrate: >128 kbps
File Wrapper: mp4, mov

30 second max, video auto plays and is muted to start.