

## 2010 ADVERTISING SPECIFICATIONS

All materials should be provided in advance of the creative due date. Lead time for online ads is a **minimum of 9 business days**. If Meredith New Media & Marketing produces any of the advertisers' creative, there will be additional lead time. All Advertiser Sweepstakes require a **minimum lead time of 30 days** in advance of start date. This includes final official rules and all creative materials.

**Please forward all materials or questions to:**

**Ryan Petersen**

**515-284-2869**

**Please note the e-mail subject line needs to be in this format**

**ONLINE – LCL – (ADVERTISER NAME HERE)**

**Direct e-mails to: [adcoor@meredith.com](mailto:adcoor@meredith.com)**

### Banner Ad – 728x90 pixels

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*Formats supported: JPG, GIF, SWF or Third Party Tags*

- A 728x90 pixel ad no larger than 35 KB.
- If providing a SWF, please provide a backup FLA file as well.
- SWF files should have the appropriate click through command:  
**on (release) {  
getURL (\_level0.clickTag, "\_blank");  
}**

### Box/Skyscraper Ad – 300x250 or 160x600 pixels

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*Formats supported: JPG, GIF, SWF or Third Party Tags*

- A 300x250 or 160x600 pixel ad no larger than 35 KB.
- If providing a SWF, please provide a backup FLA file as well.
- SWF files should have the appropriate click through command:  
**on (release) {  
getURL (\_level0.clickTag, "\_blank");  
}**

### Email Newsletter Ad – 300x250 or 650x90

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*Formats: Static Gif or JPG*

- A 300x250 or 650x90 pixel static GIF or JPG file no larger than 35 KB. Rich media and animated files are not accepted.
- This unit is clickable, please provide a click through URL

## Share My Gallery Logo Sponsorship – 120x60 pixels

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*Formats: Static Gif or JPG*

- A 120x60 pixel static GIF or JPG file no larger than 20 KB. Rich media and animated files are not accepted.
- This unit is clickable, please provide a click through URL

## Advertiser Slideshow Materials

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*Format: JPG*

- 12 JPG photo images no larger than 300x300 pixels, 72 dpi resolution
- Advertisers may provide a single JPG ad image no larger than 300x300 pixels for an optional 13<sup>th</sup> slide. This slide will be a client ad and not an image for the slideshow.
- Please fill out the Slideshow Request Form that includes the following information...
  - Slideshow Title
  - Slideshow description (200 characters max with spaces)
  - Headline for each slide
  - Description of each slide (500 characters max with spaces)
  - Text link for client to be placed on each slide.
  - Please include any necessary credits in the slide description provided above

**Note:** It is helpful to accompany the copy for a slide with the corresponding image file name. This information can be provided through the Slideshow Request Form.

# VIDEO ADVERTISING SPECIFICATIONS

## Pre-Roll Video Ad Spec

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*Format supported: .FLV*

### Option #1 (FLV)

*Submit .FLV file to the following specification*

- Do not exceed :15
- Max file size: 1.5 MB
- Dimensions – 480x360 (4:3 Standard) or 480x270 (16:9 Widescreen)
- Frame rate – same as source or ½ of source (15 – 30 fps)
- Video Data Rate – 352kbps
- Audio Data Rate – 48kbps
- Total Data Rate – 400kbps
- Keyframe – every 30 – 60 frames (2 seconds)
- File format required – FLV, Flash 7 or Flash 8

- It is recommended to crop to TV-Safe Area and de-interlace
- Video Ad is clickable, please supply a click-thru URL
- Video should not include a leader

## 300x250 Video Ad

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*Formats supported: JPG or Static GIF*

A 300x250 will run alongside the pre-roll video advertisement. When the video ad unit starts to play, the content on the right side of the Brightcove player will fade and a 300x250 static ad will display providing exclusive ownership of the player. This 300x250 unit remains up for the duration of the pre-roll.

*Formats supported: **JPG** or a **static GIF***

- If using a GIF, **it cannot be animated**
- If using a JPG, it must be non-progressive
- Dimensions: 300x250
- Max File Size: 35k
- This unit is clickable, please provide a click through URL
- Rich Media and animated files are not accepted

## 728x90 Video Banner Ad

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*Formats supported: JPG or Static GIF*

With the 728x90 leave behind unit, an "Expand" button is automatically integrated by Brightcove for the banner ad placement. When a user clicks "Expand", the 300x250 unit displayed during the initial video pre-roll ad will reappear allowing further interaction by the user. The advertiser does not build in the Expand functionality; this is provided by the video player. The expand button will not be placed over the creative; it will be placed beside it.

When the video loads, a 728x90 ad unit will appear below the player. This placement continues to display after the streaming video ad completes and will remain until the next video ad plays.

*Formats Supported: **JPG** or **static GIF***

- If using a GIF, **it cannot be animated**
- If using a JPG, it must be non-progressive
- Dimensions: 728x90
- Max File Size: 35k
- This unit is clickable, please provide a click through URL
- Rich media and animated files are not accepted

## Advertiser Video Materials

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### FLV Video File

#### Please fill out the Video Meta Data Form

- Dimensions: 480x360 pixels
- Max File Size: 35k

#### *Flash 8 Compression Specifications*

- Video: On2 VP6
- Encoding: 2-Pass VBR
- Resolution: For standard 4:3 aspect ratio content, 480x360 pixels
- Frame Rate: Maximum 30 fps
- Video Data Rate: 464 kbps
- Audio Data Rate: 48 kbps
- Total Data Rate: 512 kbps
- Keyframe: Every 6 seconds

*\*If video is not currently in Flash 8 format, **Sorensen Squeeze** software is recommended to convert files to the proper format.*

### Thumbnail Images & Meta-data

- Provide a 480x360 pixel JPG file, no larger than 35 KB
- Provide a 120x90 pixel JPG file, no larger than 5 KB
- Complete & provide the video meta-data excel document with the above items

### To Provide Video Materials...

Use the following Mass Transit account to upload the video components listed above.

Server: <https://dropbox.meredith.com>

Username: ads-01

Password: adsdrop1

There is a 7-day limit on files, after which they will be automatically removed.