

## 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 39 KB.
- If providing a SWF, please provide a backup GIF or JPG file as well.
- Please provide a click through URL
- Additional details on SWF files are listed below on pages 6-8. SWF files should have the appropriate get URL action:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```

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

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

- A 300x250 or 300x600 pixel ad no larger than 39 KB.
- If providing a SWF, please provide a backup GIF or JPG file as well.
- Please provide a click through URL
- Additional details on SWF files are listed below on pages 6-8. SWF files should have the appropriate get URL action:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```

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

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Specifications are current as of 8/9/2011 and are subject to change. 1

*Formats: Static Gif or JPG*

- A 300x250 or 650x90 pixel static GIF or JPG file no larger than 39 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

### **Interstitial – 500x400 pixels**

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- 15 second maximum play for intro and reminder, no looping (time can be split anyway you choose)
- A close ad button, link or control must be visible at all times. This will make the ad unit disappear immediately upon click on it.
- "Landing spot" is not required. If using a "Landing Spot", please dock the ad in the lower right hand corner of the site.
- Sound must be initiated by user click or mouseover. Sound must be on only when ad unit is playing.
- All floating ads will be frequency capped at 2x/24 hours per user
- Cannot cover or fly over the site logo. Must be 3<sup>rd</sup> Party Served; Maximum size –100k

### **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: 39k
- 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: 39k
- 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: 39k

#### *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 is not 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://masstransit.meredith.com>

Username: ads-01

Password: adsdrop1

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

## DART .SWF File Requirements

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For the most part, the movie is made just like any other Flash movie. Any SWF file specifications provided by the site still apply. Any animation or ActionScript that you would normally use can be used with this method. The main difference is in the settings for click through (get URL) actions.

### DART swf file requirements (summary):

Flash Version	4 or higher
File Names	All lower case characters, no ampersands, asterisks, slashes, spaces, or question marks
Maximum File Size	39,000 bytes
getURL actions	<p>The URL should be:</p> <pre>on (release) { getURL (_level0.clickTag, "_blank"); }</pre> <p>The URL is set for an expression  The target window is set to "_blank"  Variables is set to "Don't send"</p>

There are some special situations that have different requirements. Some examples of these situations are:

- Clicking on the Flash creative launches a pop-up window
- Using FSCommands to communicate between the browser and the Flash creative
- Sending variables from the Flash creative to the click through URL

Please reference the list of related articles for these special situations.

## **DART swf file requirements (details):**

### Flash version

Flash 3 creative do not support variables. As a result, the swf file must be made for Flash versions 4 or higher. Be sure to publish the swf file as a Flash 4 or higher creative.

### Filenames

Because the creative are served over the Internet, certain characters should not be in the filename. These characters cause problems when the creative is served over the Internet.

These characters include:

Ampersands	&
Asterisks	*
Slashes	/ or \
Question Marks	?
Spaces	

In addition, all characters in the file name should be lower case.

### Maximum file size

DART for Publishers has a file limit of 39,000 bytes. Each file should be less than 39,000 bytes. A large movie can be split into multiple 39,000 byte files. However, the ActionScript code in the movies needs to pass on click tracking variables. Please contact DART Support for more

information. Additionally, DART may impose file size upload restrictions. If you need to confirm your filesize upload limit or need to modify it, check with your Technical Account Manager.

#### GetURL actions

clickTag should be the variable used for the URL in a getURL action. As recommended in Macromedia's Rich media Tracking Kit, clickTag can be used for both the click tracking string and the URL together. The HTML and sniffer code will have both clickTag and the URL. As a result, the only text in the URL box is "\_level0:clickTag" (without the quotes) or "\_level0.clickTag" (if in Flash 5/6, without the quotes). The \_level0 part is included for 'pathing' purposes- to ensure that Flash can properly locate the variable. To learn more about variables and their paths refer to:

<http://www.macromedia.com/support/flash/ts/documents/varpath.htm> (Flash 5)

Because clickTag is a variable, the text that is entered into the URL box is an expression. When the movie plays, the expression will be evaluated and replaced with the click tracking string and the destination URL. In order for this method to function correctly, you must indicate that the text is an expression. In Flash 5 and Flash 6 (MX), the expression check box should be checked. (See Fig. 1 and 2.) Note that there are two buttons or check boxes. One is for the URL and one is for the target window. Make sure that the button or check box for the URL is set correctly.

Most rich media advertising is served through a separate frame, an iframe, or via JavaScript. Frames or JavaScript allow a site to rotate ads. Because frames are sometimes used, the target window for the click through URL must be set to either "\_top" or "\_blank". If the target window is set incorrectly, the advertiser's site might appear in the wrong window. Use "\_blank" to open a new browser window and use "\_top" for the site to open in the same window. Never leave the target statement undeclared.

When the click through occurs, the browser will first contact the ad server to count the click and then go to the advertiser's site. If you are not passing variables to the advertiser's site, set the Variables drop down box to "Don't send". To pass variables with DoubleClick ad servers, choose "Send using GET". If the advertiser's servers cannot use the GET method for variables, please contact DART support for assistance.

For Flash 5, the URL should look something like Fig. 1. For Flash 6, the URL should look something like Fig. 2. The figures show examples of what the Flash interface should look like when all the parameters are set appropriately.

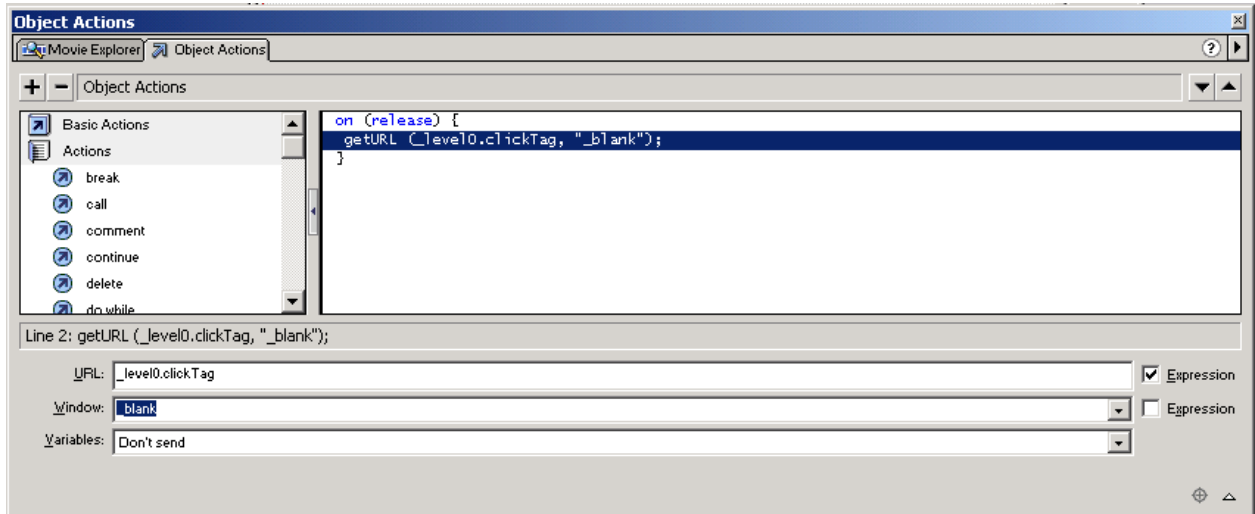


Figure 1 - getURL in Flash 5

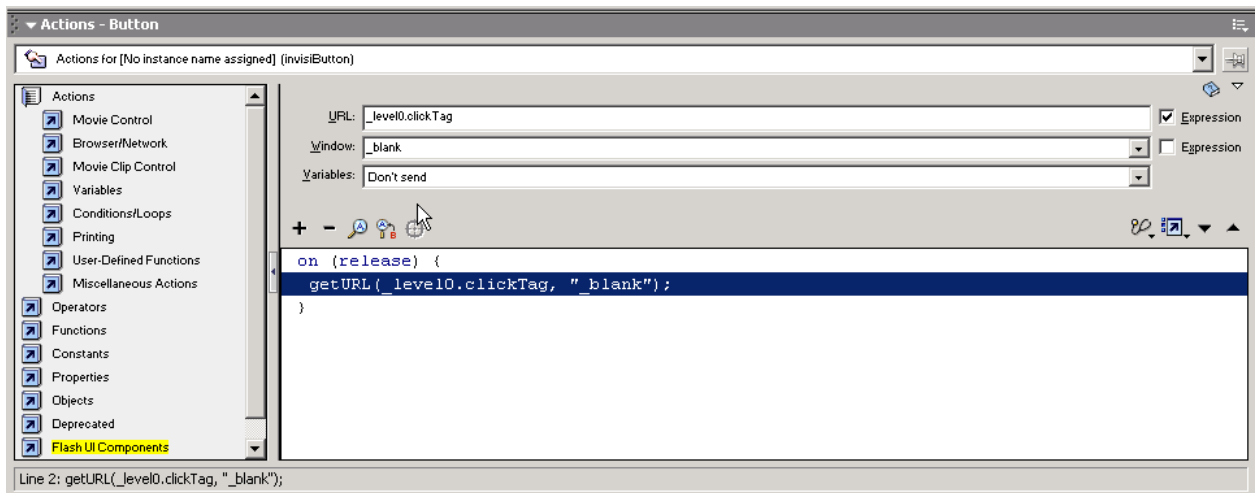


Figure 2 - getURL in Flash 6