haymarket®

ONLINE BANNER ADVERTISING SPECIFICATIONS | 2013

GENERAL GUIDELINES

Important Information

- HTML 5 banners are supported and preferred for all platforms
- All creatives are subject to final approval by Haymarket Media, Inc
- All material must be submitted at least 2-3 working days prior to campaign launch

Dimensions	728×90	300×250	300×600	1000×30
Standard File Size	40k	40k	40k	40k
Max File Size	100k	100k	100k	100k
SWF File Size	40k	40k	40k	40k
Click URL	Required. Please provide.			
Border	1px required to differentiate from background			
Animation Duration	30 seconds			
HTML5	Accepted and preferred			
Flash Version	Version 10			
Flash Script Version	AS3			
Looping	3 loop maximum			
Frame Rate	24 fps			
Wmode	0			
Z index	40			
Rich Flash File Size	100k with 40k polite load			
Accepted 3rd parties	all major vendors			

728×90

300×250

300×600

1000×30

For more information, please contact: ads@haymarketmedia.com
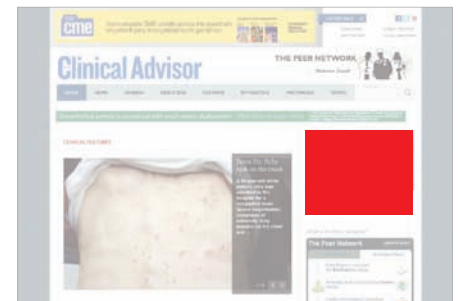
RICH MEDIA

Expandables

The Expanding creative is a fixed ad unit with the added capability of expanding over the page in response to user interaction (either via click or roll over). Must be 3rd party hosted. If you do not have the capability, a free rich media tool can be provided via Doubleclick Studio.


Collapsed	Expanded	Direction
728×90	728×300	Down
300×250	500×250	Left
300×600	500×600	Left
1000×30	1000×300	Down

- User initiated by click. Roll over with 1 second delay
- Automatic expansion is not permitted. Expansion to occur on user initiation.
- Prominent close button required on 3rd party served expandables. The ad must feature a close or collapse button ("close X") that closes the panel with a user's click. The advertisement must be included on the expanded section
- Wmode transparent
- Z index 1
- Polite download accepted

Page Peel

The page peel tears down on roll-over for up to 8 seconds offering a massive canvas to our advertisers. On subsequent impressions the persistent dog ear will display in the upper right hand corner.

- Haymarket provides the peel element; all functionally must be removed.
- Client need only supply two creatives below and one clickthrough URL.
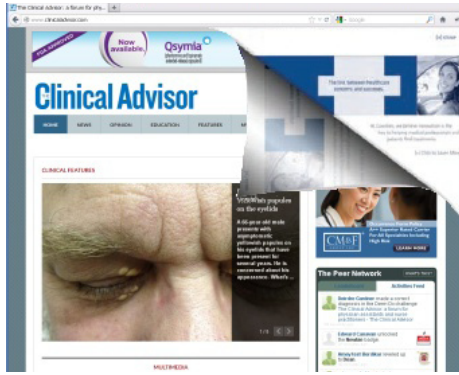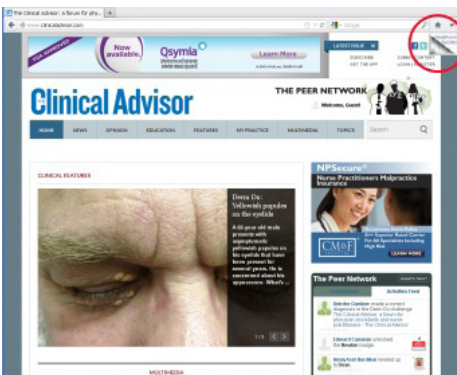
Specs for Dogear

Displays indefinitely in the upper right-hand corner	
Dimension	100×40
File Type	Gif, Jpg, Flash, 3rd party tag
File Size	• Standard: 40k • Flash: 60k

Specs for Expanded Peel

Displays upon roll-over	
Dimension	640×480
File Type	Gif, Jpg, Flash, 3rd party tag
File Size	Less than 100k

Rising Stars

Creative	Accepted?		Side kick	Yes
Film Strip	Yes		Slider	Yes
Portrait	Yes		Billboard	No
Pushdown	Yes			

RICH MEDIA (CONTINUED)

Prestitial

Prestitials are full-page ads that are displayed before the homepage loads. This large, dramatic high-impact banner allows your message to be seen by each visitor to the site.

**Haymarket Provides**
- Functionality, which includes:
  - A timeout counter, which redirects the visitor to the original page the ad was launched from.
  - A skip feature, which allows the visitor to return to the original page manually
  - The publisher's logo

Client Provides
- One 640×480 creative (3rd party tags accepted; flash, jpg, gif, png less than 100k)
- One clickthrough URL

Pushdown

The pushdown unit begins as a 1000×30 banner that expands to a 970×418 canvas that pushes the page content down, grabbing the user's attention before retracting back to 1000×30.
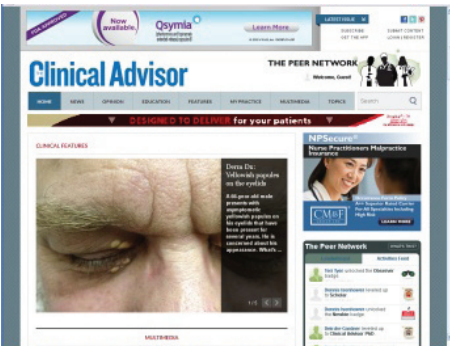
	Collapsed	Expanded
Dimension	1000×30	1000×300
File Size	40k	100k with polite lead

- The pushdown unit must be user initiated.
- Close button: required

Video

- Polite download required
- User initiated by click
- Play/pause/mute controls
- No ratio required
- HTML5 recommended
- Must be 3rd party hosted. If you do not have the capability, a free rich media tool can be provided via Doubleclick Studio

For more information, please contact: ads@haymarketmedia.com

VIDEO

Pre-Roll Video
- Frame Rate: Same as source of 1/2 of source (15-30 fps)
- Length: 15 seconds
- Bite Rate: 352 kbps
- Tracking: 3rd party 1×1 impression tracking
- click tracking via click command URL
- Clickable: Yes, please provide click through URL
- Companion and leave-behind: Cannot be 3rd party hosted
- Submission: Need to submitted as http://url to call FLV file
- Hosting: NOT supported via Haymarket Media, Inc

| Pre-roll Video		
480×360	1.5MB	FLV ONLY
Companion banner		
300×250	40K	Standard gif/jpeg
Leave-behind banner		
728×90	40K	Standard gif/jpeg

Video on website
- File size: under 5MB
- File type: m4v or h264
- Ratio: 4:3 or 16:9
- Hosting: Can be hosted by client if the player is provided, otherwise Haymarket can host the file

MOBILE SPECS

Mobile Web
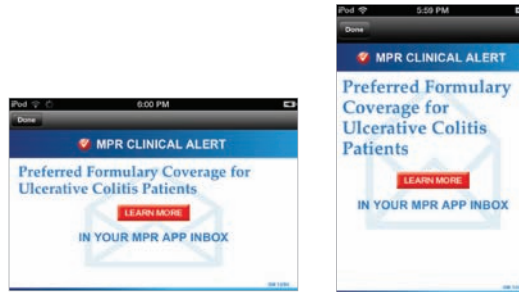- HTML5, gif, jpg, png for still images, Animated gif for animations
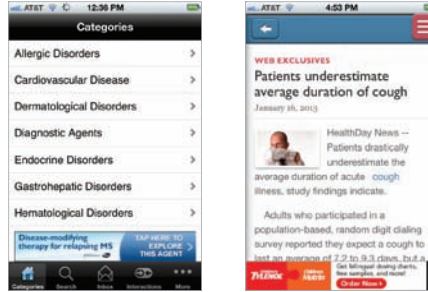
Mobile Specs

Standard banners	320×50, 300×50
Prestitial	300×250
File Size	Less than 30k
3rd party tags	Accepted
Flash	Not accepted

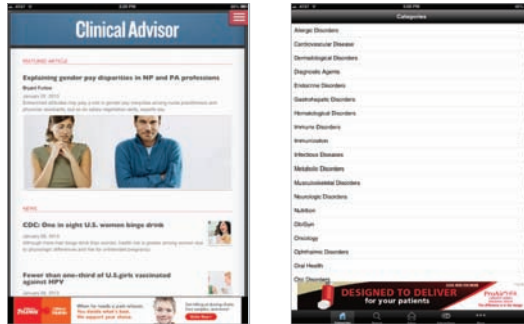### Mobile App (Third party ads are served and supported by DFP Premium)

- iPhone and Smartphones
  - HTML5, gif, jpg, png for still images, Animated gif for animations

iPhone & Smartphone

Standard banners	320×50, 300×50
Prestitial	300×250
File Size	Less than 30k
3rd party tags	Accepted
Flash	Not accepted

- iPads and Tablets
  - HTML5, gif, jpg, png for still images, Animated gif for animations

  - Please note that the top 46 px of the ad will have shading for the "close" button over the ad.
  - There is no timeout on mobile prestitials, all prestitial ads will be closed by the user.

iPads and Tablets

Standard banner	728×90
Prestitial (iOs)	• 768×1004 (Portrait) • 1024×748 (Landscape)
File Size	Less than 40k for advanced banners
3rd party tags	Accepted
Flash	Not accepted

IAB Rising Stars—Mobile
- Filmstrip
- Adhesion Banner
- Slider
- Pull
- Full Page Flex

See http://www.iab.net/risingstarsmobile for specs and style guide

Tap to Series
- Third party hosted files:
  - Tap to Apps
  - Tap to Dial
  - Tap to Download
  - Tap to Maps
  - Tap to Video
- Haymarket hosted files:
  - Tap to Dial
  - Tap to Download
  - Tap to Apps

For more information, please contact: ads@haymarketmedia.com

FLASH

Flash "clickTag" AS2 Specs

In order for Haymarket Media Inc. to properly track and report clicks with site served flash ads, please ensure all ads have the clickTag properly implemented. Adobe/ Macromedia currently recommends a "clickTag" method to track clicks for flash ads. This method uses variables to pass the click tracking string and URL into the Flash creative movies.

- Transparent Button object layered on top of clickable area
- Button clickthrough URL: _level0.clickTag (underscore level ZERO period clickTag)
- Target window is set to "_blank"
- Active Clickthrough URLs must accompany submission of flash files in .txt/.xls file

Here is what the coding will look like when you are done ▶

NOTE: clickTag is case sensitive. Hard coded URL's will not be accepted in the file. Please provide separate clickthrough URL.

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

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

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

For flash files with multiple clickable areas:

```
on (release) {
getURL (_root.clickTAG1, "_blank");
}
}

on (release) {
getURL (_root.clickTAG2, "_blank");
}
}

on (release) {
getURL (_root.clickTAG3, "_blank");
}
}
```

Flash "clickTag" AS3 Specs

- Create the button
  - Transparent Button object layered on top of clickable area
- Add the ActionScript to the button
  - Create a new layer, select the first keyframe in the layer and activate the Actions panel.
  - Copy and paste the code below. This defines the on click function. This function will be called upon once your button is clicked:

```
function onButtonClick(evt:MouseEvent):void{
    if (root.loaderInfo.parameters.clickTAG.substr(0,5)=="http:" ||
        root.loaderInfo.parameters.clickTAG.substr(0,6)=="https:" ){
        navigateToURL(new URLRequest(root.loaderInfo.parameters.clickTAG),"_blank");
        }
    }
}
```

Use the following code to connect the function above to the button you created. This tells flash what to do once the button is clicked. This code can be placed anywhere in your Actionscript code, but makes sense to attach it to your button layer. (In AS3, you can no longer attach Actionscript to the button itself, only to the layer):

```
myButton.addEventListener(MouseEvent.CLICK, onButtonClick);
```

For flash files with multiple clickable areas:

```
function onButtonClick1(evt:MouseEvent):void{
        navigateToURL(new URLRequest(root.loaderInfo.
        parameters.clickTAG), '_blank');
}

function onButtonClick2(evt:MouseEvent):void{
        navigateToURL(new URLRequest(root.loaderInfo.
        parameters.clickTAG2), '_blank');
}

function onButtonClick3(evt:MouseEvent):void{
        navigateToURL(new URLRequest(root.loaderInfo.
        parameters.clickTAG3), '_blank');
}

function onButtonClick4(evt:MouseEvent):void{
        navigateToURL(new URLRequest(root.loaderInfo.
        parameters.clickTAG4), '_blank');
}

function onButtonClick5(evt:MouseEvent):void{
        navigateToURL(new URLRequest(root.loaderInfo.
        parameters.clickTAG5), '_blank');
}

button.addEventListener(MouseEvent.CLICK, onButtonClick1);
button2.addEventListener(MouseEvent.CLICK, onButtonClick2);
button3.addEventListener(MouseEvent.CLICK, onButtonClick3);
button4.addEventListener(MouseEvent.CLICK, onButtonClick4);
button5.addEventListener(MouseEvent.CLICK, onButtonClick5);
```

CUSTOM CONTENT/MICROSITES

Custom content will involved coordination with agency and Haymarket Media, Inc

SKIN SPECIFICATIONS

The Skin allows an advertiser to take the place of the background on one page of a website. It can be combined with an advertising takeover to effectively promote brand awareness.

The Skin is best optimized for the target audience with a screen resolution of 1280 x 1024 pixels. Design of standard ad units may be used to integrate with the Skin to maximize the campaign effectiveness.

SKIN RED HOTSPOT AREA
1002 pix
110 pix
900 pix
800 pix
EDITORIAL AREA
130 pix
130 pix

NOTES:

■ Haymarket Media requires that all creative be submitted five (5) business days to allow testing and approval prior to launch date.

■ Please ensure that all the above specifications are met. Creative assets that do not meet all of our specifications will be rejected, potentially affecting the launch date of the campaign.

■ If you have any further questions regarding campaign tracking for this placement, please contact your Haymarket Media representative.

Skin Specs

Dimensions	• Maximum: 1600 × 900 px • Minimum: 1260 × 800 px. Creative elements will display in the 130 px on the left and right, as well as the top 100 px. • Note: All Skin designs must fade into a single desired background color toward the extremities of the skin to seamlessly merge the Skin and the remainder of the web page. This should be included in the 130 px width on the left and right.
Max File Size	100K
File Formats	GIF/JPG
Animation/ Sounds	Not accepted
Linking URL	Single URL available to be used and placed above the top banner
Testing	A test can be provided by Haymarket if received on time
Duration	Recommended 1-3 days on one page of the website
Image Maps	Not accepted
Third Party Serving	Not accepted

For more information, please contact: ads@haymarketmedia.com