

Digital Specifications

Materials Due

Two weeks prior to start date.

Digital Sizes

Websites	Size (w x h)
Leaderboard/Footer*	728 x 90 px
Wide skyscraper	160 x 600 px
Mid-rectangle	300 x 250 px

E-newsletters/ Digital Publications**	Size
Leaderboard	600 x 90 px
Horizontal banner	600 x 90 px
Wide skyscraper	160 x 600 px

*Footer for Advanced Textiles Source website only
 **Static .jpg is the only format accepted for e-newsletters/
 digital publications

Ensure your digital promotion functions correctly by providing properly formatted files

Digital Specs

	LEADERBOARD	MEDIUM RECTANGLE	WIDE SKYSCRAPER
	DoubleClick	DoubleClick	DoubleClick
Ad Server	DFP	DFP	DFP
Animated gif/jpg	YES	YES	YES
Flash	YES	YES	YES
Video	YES	YES	YES
Third Party Tags	YES	YES	YES
Max File Size	39k	39k	39k
Max Rotations of Animation	3 loops	3 loops	3 loops

Video Specifications

- Embedded video must be third-party served
- Pixel size 300x250px
- Format of Video Asset: Unmuxed* (AVI, MPEG, MOV, WMV, and FLV**)
- Audio/Video Length: Videos should not exceed 30 seconds.
- Animation Length: No animation allowed
- 3rd Party Tracking: Allowed
- Video Guidelines:
 - Scanned Mode (Progressive)
 - Compression L 30 fps (29.97 fps)
 - Backup GIF or JPEG: for serving into browsers that do not have Flash Player
 - SWFs (or some type of comp file/storyboard) file(s)—To show us what the ad is supposed to do.
 - Click Thru Window: New Window
 - Click Thru URL: Client must provide
 - Custom Specs: Permission for host-initiated audio and extended video or audio lengths beyond specifications require policy exceptions

*unmuxed = Dual tracks, one for video, one for audio so that it can be edited separately if necessary

** Please note we cannot re-size or re-encode FLV files

Expandable Ad Units

All expandable ad units must be third-party served.

- User-initiated ONLY
- No automation expansion—Expansion must occur on mouseover and react upon mouseout
- Clearly visible start/stop audio and visual controls
- Prominent Close button required in upper right corner of ad
11 point font is recommended with verbage "Close X"
- Audio/Video permitted - user-generated
- Maximum frame rate of 25 fps
- Interactive ads should auto-close after 7 seconds

Flash Specs

- 30-second max animation for all creative
- Creative must open in a new browser window
- 3 loop max animation in Flash ads
- All sound and video must be user-generated
- Should be a minimum of Flash Version 7
- Should be a maximum of Flash Version 10.1
- Preferred frame rate of 15 frames per second

clickTAG Coding Instructions

All Flash creative must have an action script embedded in the code that allows DoubleClick to insert URL and track the clicks upon that ad.

In order to do this, the following script must be coded into the Flash ad in the areas that will be clickable:

For a Single Click Creative

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

For a Multiple Click Creative

First clickable area:

```
on(release)
{
    getURL(_level0.clickTAG0, "_blank");
}
```

Second clickable area:

```
on(release)
{
    getURL(_level0.clickTAG1, "_blank");
}
```

Third clickable area:

```
on(release)
{
    getURL(_level0.clickTAG2, "_blank");
}
```

This can continue for as many clickable areas as you need. The URL's must be provided for each clickable area in a manner that enables the trafficking team to ensure that each area clicks to the right URL.

DO NOT EMBED THE URL IN THE FLASH CODE. This will make the ad non-functional within the DoubleClick Ad Server.

UPLOAD YOUR FILES

<http://ifai.leapfile.com>

Click on "Secure Upload."

Recipient email is production@ifai.com