haymarket ®

ONLINE BANNER ADVERTISING SPECIFICATIONS | 2014

GENERAL GUIDELINES

Important Information

- HTML 5 banners are supported for all platforms
- All creatives are subject to final approval by Haymarket Media, Inc
- All material must be delivered at least 2/3 working days prior to campaign launch to ensure technical compatibility and internal concept approval.

Functionality

- Sound: Sound must be off by default on ad unit expansion. Sound must stop on roll-off/close and must have a visible mute/unmute button.
- Video: Additional video/sound content can be down-loaded on click initiation (10 mb limit). Please include a clear call to action indicating that the user will be downloading a larger file.

Dimensions	728x90	300x250	300x600	980x30
Standard File Size	40k	40k	40k	40k
Max File Size	100k	100k	100k	100k
SWF File Size	40k	40k	40k	40k
Click/Destination URL	Required. Please provide.			
Border	1px required to differentiate from background			
Animation Duration	30 seconds			
HTML5	Accepted			
Flash Version	Version 10.0 and below			
Flash Script Version	AS2 or AS3			
Looping	3 loop maximum			
Frame Rate	24 fps			
Wmode	0			
Z index	1			
Rich Flash File Size	100k with 40k polite load			
Accepted 3rd parties	All major vendors			

FLASH

■ Note: clickTag is case sensitive. Hard coded URL's will not be accepted in the file. Please provide separate click-through URL.

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: 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:

OR: **OR:**

```
"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");
}
}
```

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FLASH

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 it 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);
```

FLASH

■ 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);
```

EXPANDABLES

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

■ 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

Collapsed	Expanded	Direction
728x90	728x300	Down
300x250	500x250	Left
300x600	500x600	Left
970x30	980x300	Down

Pushdown

The pushdown unit begins as a 970x30 banner that expands to a 970x418 canvas that pushes the page content down, grabbing the user's attention before retracting back to 970x30. Must be 3rd party hosted. If you do not have the capability, a free rich media tool can be provided via Doubleclick Studio

■ The pushdown unit must be user initiated.
■ Z index 1
■ Close button: required

	Collapsed	Expanded
Dimension	970x30	970x300
File Size	40k	100k with Polite lead

EXPANDABLES

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. The prestitial ad will display for 15 seconds and will appear to any unique visitor once per 24 hour period.

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 640x480 creative (3rd party tags accepted; flash, jpg, gif, png less than 100k)
- ■ One clickthrough URL

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.
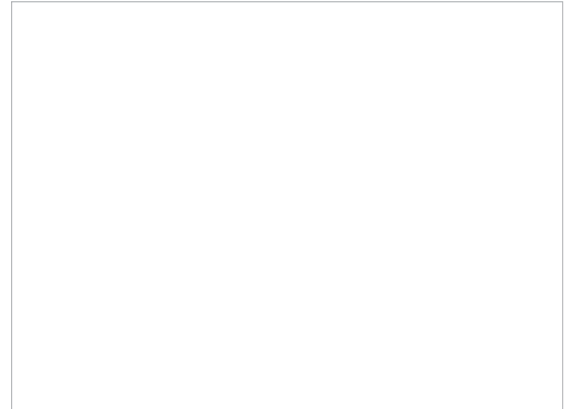
Specs for Dogear	
(Displays indefinitely in the upper right-hand corner)	
Dimension	100x40
File Type	Gif, Jpg, Flash, 3rd party tag
File Size	• Standard: 40k • Flash: 60k

Specs for Expanded Peel	
(Displays upon roll-over)	
Dimension:	640x480
File Type:	Gif, Jpg, Flash, 3rd party tag
File Size	• less then 100k

Please Note: Animated GIFs are NOT accepted for Dogear or Expanded Peel

RISING STARS

- ■ **Creative**: Accepted
- ■ **Film Strip:** Yes
- ■ **Portrait:** Yes
- ■ **Pushdown:** Yes
- ■ **Side kick:** Yes
- ■ **Slider:** Yes
- ■ **Billboard:** No

VIDEO

Pre-Roll Video

- Frame Rate: Same as source of 1/2 of source (15-30 fps)
- Video Length: 15 sec
- Bite Rate: 352 kbps
- Tracking: 3rd party 1x1 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	480x360	1.5MB	FLV ONLY
Companion banner	300x250	40k	standard gif/jpg
Leave-behind banner	728x90	40k	standard gif/jpg

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

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.

Creative Requirements

■ **Dimensions**

■ Maximum: 1600x900 pixels

■ Minimum: 1260x800 pixels. Creative elements will display in the 130px on the left and right, as well as the top 100px.

■ **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 130px 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

■ **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 RED HOTSPOT AREA

haymarket

SPONSORSHIP OPPORTUNITIES

Custom Content / Microsite
■ Custom entitlement logo treatment will involve coordination with agency and Haymarket Media Inc.

NEWSLETTERS

■ News Brief/Consumer Monthly: 728x90 and 160x600
■ Digest: 728x90 and 300x250
■ Splash: 728x90

Banner Creative
■ All banner ads for e-mail newsletters must be submitted as either a jpg or gif.
■ Max file size is 40k.
■ We do not encourage third party tags for newsletter delivery, but when necessary, only non script tags will be accepted.
■ NO FLASH

PLEASE NOTE: **Although we can accept animated gifs**, Outlook 2007 and above does not display past the first frame due to a default setting. Please ensure that the first frame of the gif has the main call-to-action for instances where the animation appears static.

Text Creative
■ Sponsored text ads appear with a headline and logo. The headline is optional, but has a limit of 100 characters, including spaces. The body should not exceed 300 characters, including spaces. One link for the text ad is available. Third party tags cannot be accepted due to formatting. Impression and click-tracking accepted.

KOL WHITEPAPER

■ **Materials Required: HTML file, Plain Text file, Subject Line**

HTML

■ Creative materials must be no wider than 700 pixels(height does not matter). It is recommended to design at a width of 700px to align properly with our heading and footer language. We recommend your html file be around 30k with a maximum of 40k. Your file must include text. It cannot be comprised of only images.

■ All images used within the html must be hosted by advertiser; images CANNOT be hosted by MM&M. Please note: The images within the html must have complete URLs for any links to your site that are in the mailing. See below for further clarification:

> **<img src=/images/header.gif>**
> **becomes**
> **<img src=http://www.yourwebserver.com/images/**
> **header.gif>**

Tips on designing HTML for email

■ Use HTML tables to control the design layout
■ If using css, please use inline css to control the presentation elements within your email
■ Remove HTML and body tags before submitting file
■ Body Backround = white

Please note: In addition, we do not modify submitted HTML code or check links. We include an Opt-Out link for recipients to remove their email address

PLAIN TEXT
An accompanying plain text version for non-HTML subscribers must also be included.
SUBJECT LINE
A subject line must be provided to insert in the email. Subject line recommended length is 50 characters with spaces.
SUBMISSION OF MATERIALS
clare.ostrom@haymarketmedia.com / ada.figueroa@haymarketmedia.com
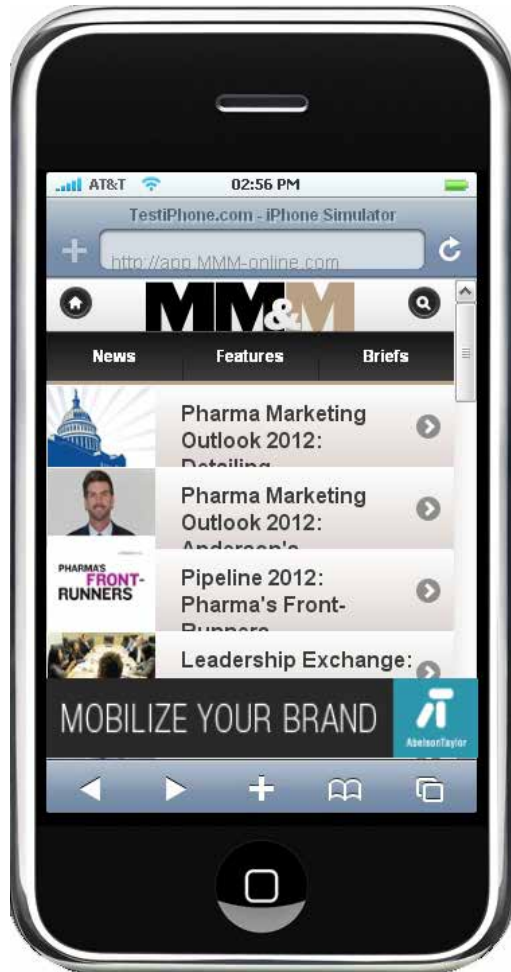**CLOSING DATES/DEADLINES:** Four business days in advance of broadcast date. Late submission can cause postponement of the broadcast.

MOBILE SPECS

Ad Type	DImensions	File Size	Animation	3rd Party
Standard banners	320x50 | 300x50	less than 10k	Flash not accepted	Accepted

■ HTML5, gif, jpg, png for still images
■ Animated gif for animations

CUSTOM CONTENT/MICROSITES

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