DIGITAL DESIGN SERVICES
advertising specs

The McDowell News

WEB BANNERS

GUIDELINES

File Formats Accepted
GIF, JPG, SWF

File Size Limit
GIF, JPG: 30K
SWF: 40K

Resolution
72 dpi (dots per inch)

Animation
Animation is limited to 15 seconds

Flash
All SWF Flash files must be submitted along with a back-up GIF/JPG file. Also, all SWF Flash files must contain a 'clickTAG' (see last page) and should be published for Flash Player 10.0 or earlier. If this cannot be done, provide the working Flash files in Adobe Flash 5.0 or earlier. Digital Design Services will develop the Flash files to World Media Enterprises standards.

Content
Client must be clearly identified in the ad.

SPECIFICATIONS
Dimension measurements provided in pixels

Leaderboard
Dimensions: 728 x 90

Display
Dimensions: 300 x 250

Half Page
Dimensions: 300 x 600
File Size Limit: 40K (GIF, JPG), 60K (SWF)

Pencil
Dimensions: 960 x 30
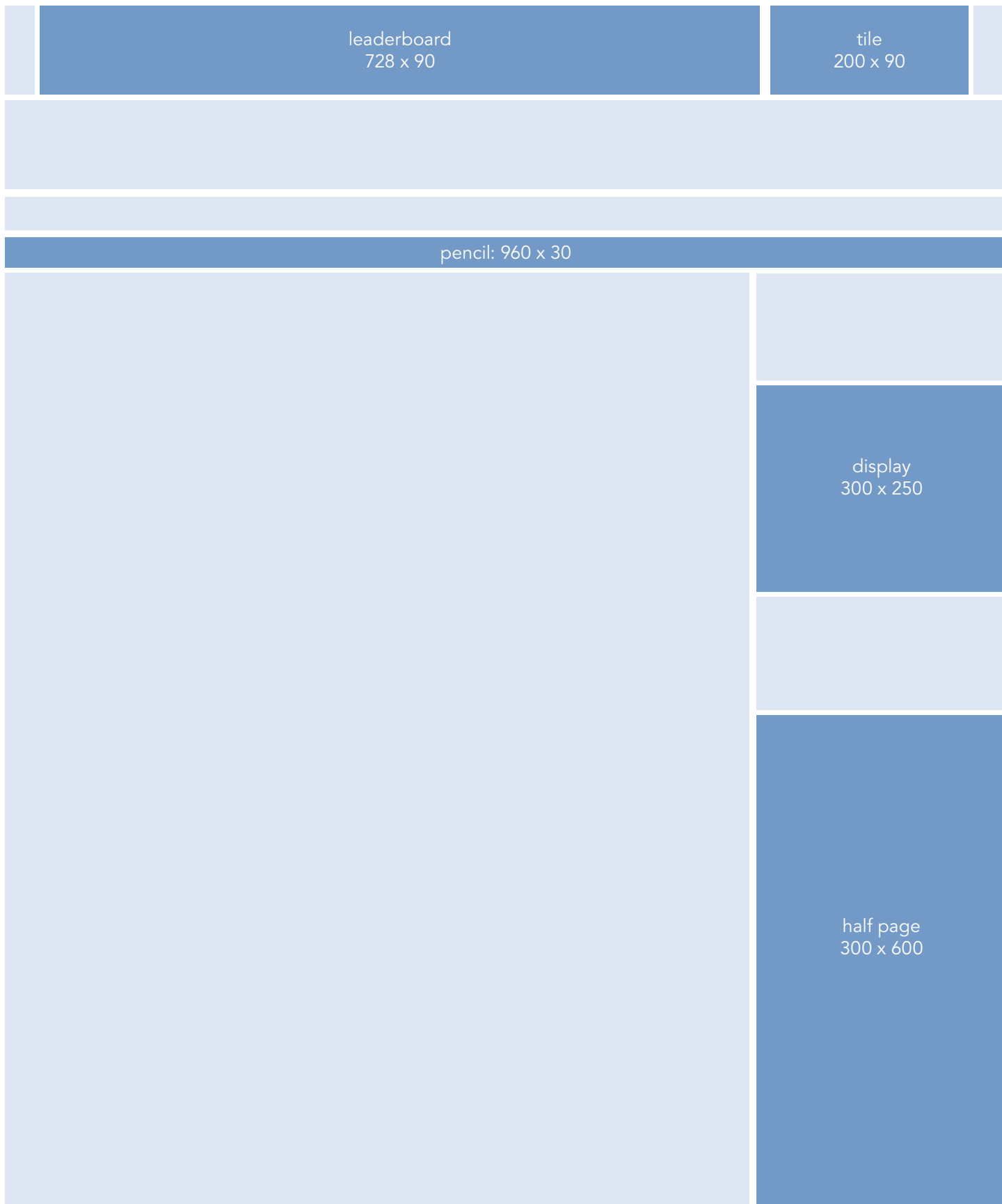
Tile
Dimensions: 200 x 90

Monster (Yahoo site only)
Dimensions: 425 x 600

WEB BANNERS (CONTINUED)

AD PLACEMENT

This is a representation of the web content area and the ad placement of web banners. Not to scale.

leaderboard
728 x 90

tile
200 x 90

pencil: 960 x 30

display
300 x 250

half page
300 x 600

RICH MEDIA

Advertisements with which users can interact and/or advertisements that involve motion.

*Most of these banners use a 3rd party vendor and will require additional development time.

EXPANDABLE BANNERS

After page load, expandable ads are triggered by mouse over (roll over). Slide down ads (pencil only) trigger automatically for 8 seconds and can be triggered again by mouse over (roll over).

GUIDELINES:

- Resolution 72 dpi
- Rollover button should be no more than 25% of ad
- Rollover and close button must be easily visible
- Animation is limited to 15 seconds
- Max number of expandable panels is 4
- Video may be used in expanded panel
- Audio must be user-initiated
- Audio is 15 - 30 seconds max

Specifications

Expanded refers to the max width/height
Dimension measurements provided in pixels

Expandable Leaderboard

Expanded portion slides down, below the banner

Dimensions: 728 x 90
File Size Limit: 40K
EXPANDED
Dimensions: 728 x 300
File Size Limit: 90K

Expandable Display

Expanded portion slides to the left of the banner

Dimensions: 300 x 250
File Size Limit: 40K
EXPANDED
Dimensions: 600 x 250
File Size Limit: 90K

Pencil

Expanded portion slides down, below the banner

Dimensions: 960 x 30
File Size Limit: 40K
EXPANDED
Dimensions: **960** x 300
File Size Limit: 90K

Tile

Expanded portion slides down, below the banner

Dimensions: 200 x 90
File Size Limit: 40K
EXPANDED
Dimensions: 200 x 300
File Size Limit: 90K

RICH MEDIA (CONTINUED)

STICKY NOTE

After page load, ad will scroll down over content area.

SPECIFICATIONS

Dimension measurements provided in pixels
Dimensions: 300 x 250
File Size Limit: GIF/JPG: 30K, SWF: 40K

GUIDELINES:

- Resolution 72 dpi
- Creative can be static, animated GIF or Flash
- Animation/looping limited to 8 seconds
- Capped once per user per 24 hours
- Close button is easily visible

CORNERPEEL

Will appear on the top right corner under the content area and reveal the ad.

SPECIFICATIONS

Dimension measurements provided in pixels

Corner Peel Teaser

Dimensions: 125 x 100
File Size Limit: 15K
File Formats Accepted: JPG or SWF

Full Corner Peel

Dimensions: 800 x 600
File Size Limit: 100K
File Formats Accepted: JPG or SWF

GUIDELINES:

- Resolution 72 dpi
- No video or audio permitted for corner peel teaser
- Capped once per user per 24 hours
- Close button display on corner pull down
- Additional development is required by Digital Design Services

OVERLAY

After page load, ad will auto-appear over content area.

SPECIFICATIONS

Dimensions vary based on request
File Size Limit: GIF/JPG: 30K, SWF: 40K
Floating Ad should run with companion banner

GUIDELINES:

- Resolution 72 dpi
- Animation/looping limited to 8 seconds
- Creative can be static, animated GIF or Flash
- Design must take shape of the object it represents and have a transparent background
- Audio must be user-initiated and turns off when banner ends
- Capped at once per user per 24 hours
- Close after playing once
- Close button is easily visible

COMPANION BANNER FOR OVERLAY

Web ads can be used in conjunction with floating ad.

SPECIFICATIONS

Dimensions: Any size (recommended: Leaderboard or Display)
File Size Limit: GIF/JPG: 30K, SWF: 40K

GUIDELINES:

- Resolution 72 dpi
- Animation/looping limited to 15 seconds
- Creative can be static, animated GIF, Flash or Rich Media
- Video may be used in expanded panel
- Audio must be user-initiated
- Audio is 15 - 30 seconds max

RICH MEDIA

WALLPAPER

Ad will appear on both left & right sides of the content area, giving the appearance of a 'take over' by filling the background area.

SPECIFICATIONS

Dimension measurements provided in pixels
Dimensions: 1410 x 800
File Formats Accepted: GIF
Advertising space: 210 x 800 on both left and right side; middle area must be transparent
File Size Limit: 90K
Includes companion pencil (960 x 30)

GUIDELINES:

- Resolution 72 dpi
- Wallpaper is static (no animation)
- Companion pencil can be static, animated GIF or SWF
- Digital Design Services will provide three (3) components for each wallpaper ad that are required to schedule with Ad Ops:
    1. Hexadecimal color value
    2. URL for companion pencil
    3. Background image URL

VIDEO

Video can run within an ad unit. Digital Design Services can provide minor edits and post-production for video.

SPECIFICATIONS

File Size Limit: 2.5 MB
File Formats Accepted: MPEG, and MOV, AVI, WMV, FLV
Aspect Ratio: 16:9 and 4:3

Expandable Panel Video

Location: In the expandable panel

Dimensions: Varies with banner size

Run-time: 30 seconds max

Video and audio will play automatically upon extension of panel

In-Banner Video

Location: Display banner (300 x 250)

Dimension: 300 x 250

Run-time: 30 seconds max

Automatically plays upon page load and muted by default

Audio is user-initiated

Pre-Roll video

Location: Display banner (300 x 250)

Dimension: 300 x 203

Run-time: 10, 15, 30 seconds

Static ad displayed before video content

User-initiated to play video

Un-muted by default

MOBILE

MOBILE & TABLET BANNERS

GUIDELINES:

- File Formats: GIF, JPG, or PNG
- Static (no animation)
- For each package, all corresponding banner sizes are required for scheduling
- Resolution 72 dpi
- Dimension measurements provided in pixels

Yahoo - 4 sizes
Dimensions: 300 x 50
File Size Limit: 10K

Dimensions: 216 x 36
File Size Limit: 6K

Dimensions: 168 x 28
File Size Limit: 4K

Dimensions: 120 x 20
File Size Limit: 2K

Verve - 3 sizes
File Size Limit: 40K
Dimensions: 320 x 53, 320 x 50, 300 x 50, 216 x 36

App Mobile
Dimensions: 640 x 770
File Size Limit: 60K
File Formats: JPG, PNG

Dimensions: 640 x 100
File Size Limit: 30K

Dimensions: 72 x 72
File Size Limit: 10K
Plus three (3) lines of text

Tablet Banners
Dimensions: 1024 x 768
File Size Limit: 60K

Dimensions: 363 x 303
File Size Limit: 40K

Dimensions: 300 x 250
File Size Limit: 40K

Dimensions: 728 x 90
File Size Limit: 40K

MOBILE WEB/CONTEST PAGE

GUIDELINES:

- Contest page must include "Contest Rules"
- Keep contest data entry fields to a minimum
- One (1) page that clicks-thru to website or "Contest Rules"

STANDARDS:

Splash pages are designed into these four (4) categories:

- PDF
- Coupon / Special Promotion
- Text for mobile alerts
- Contest / Data form

WEB PAGE / EMAIL

WEB/CONTEST PAGE

GUIDELINES:

- Contest page must include "Contest Rules"

STANDARDS:

Splash pages are designed into these four (4) categories:

- PDF
- Coupon / Special Promotion
- Contest / Data form
- Web presence (client with no website)

  #### BEST PRACTICES

  1. Contact Information
  2. Menu / Prices
  3. Services offered

E-BLAST

GUIDELINES:

- File Formats: GIF, JPG, HTML
- No animation (static)
- Width: 586 pixels, no height restrictions
- File Size Limit: 90K
- Resolution 72 dpi

BEST PRACTICES

- Keep the design simple
- Background images cannot be seen in many email clients
- Do not use CSS for layout
- Many email clients do not support CSS or certain CSS selectors or will vary in how it renders the code. Inline styling is the best option. Never link to an outside stylesheet.

CLICKTAGS

SPECIFICATIONS

clickTAG script (required) and looping (if needed)

1. Create 3 new layers at the top of your flash movie. Name them clickButton, clickTAG, and Loop Actions. Use Loop Actions only if you need to loop your banner to last up to 15 seconds.

2. On the clickButton layer, create a transparent button over your entire banner. Start it on frame 1 and run it the length of your movie. Give it an instance name of clickButton.

3. On the clickTAG layer, in frame 1, copy and paste the script from screenshot A.

clickButton.onRelease = function () {
getURL(_level0.clickTAG, '_blank');
}

4. On the Loop Actions layer, in frame 1, copy and paste the script from screenshot B. Modify loop to 2 or 3 times, to make banner last up to 15 seconds.
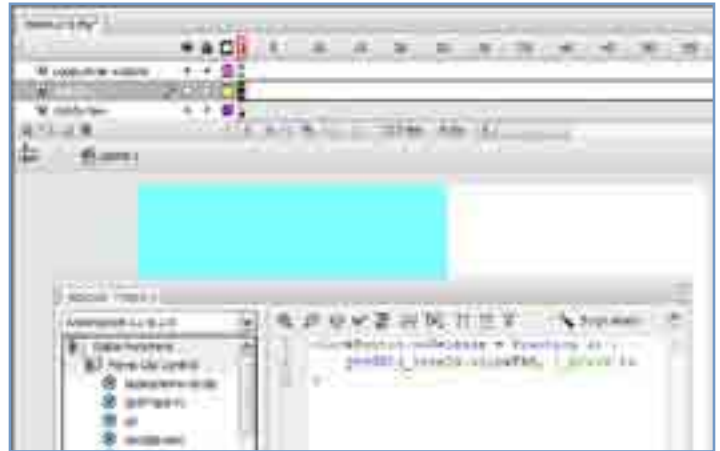
if (x==undefined){
x=0;
}

5. Finally, in the last frame of the Loop Actions layer (or on the frame you want your flash move to finish) copy and paste the script from screenshot C.
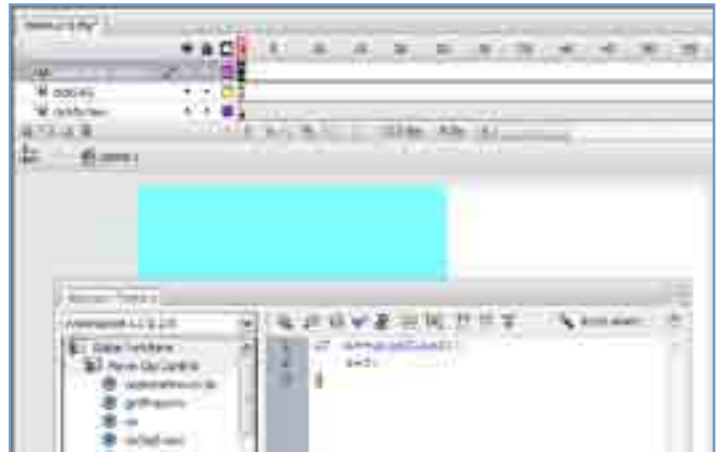
x++;
if(x<3){
gotoAndPlay(1);
} else {
stop();
}

6. Save and publish your flash file. An html file from Flash is not needed.

7. Create a static version of your flash banner, and save as a GIF or JPEG. This will run on the few browsers that do not support Flash. File size limit: 30k

8. Provide the SWF and GIF or JPEG to Account Executive to get scheduled.

SCREENSHOT A

SCREENSHOT B

SCREENSHOT C