



## Web Site Advertising

### Accepted File Types

- **Traditional Formats:**

- Static .jpg and animated .gif files

- **Rich Media**

Rich Media is defined as advertisements that users can interact with in a web page format (as opposed to solely animation and excluding click-through functionality). These advertisements can include sound, video, or Flash. Rich Media may appear in ad formats such as banners and buttons as well as transitionals and various over-the-page units such as floating ads, expandable/retractable units and tear-backs. Rich Media also includes in-page and in-text digital video advertisements where the associated content is not streaming in a player environment.

*Please contact your sales representative for submission guidelines relating to over-the-page units and video in-banner units. All expenses related to serving third party rich media ads will be the responsibility of the advertiser.*

- **Flash Ads**

- Flash 8.0 or greater
- Buttons placed on layers below the invisible clickTAG button will not display or respond to mouse interaction.
- No two buttons should overlap
- Please make sure that there are no spaces in the name of the file
- Ads which load additional files should load these files from absolute URLs (i.e., http://www., etc.)
- Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the ad
- Flash frame rate must be 18 fps or less; frame rate of twelve frames per second is preferred.
- ActionScript 2.0 and 3.0 are accepted
- When submitting Flash (SWF) files, please refer to our required modification instructions at <http://www.craini2i.com/flash/>
- An alternate gif/jpg image must be provided
- Shockwave (.swf) files can have NO spaces in the names - please use underscores. ( \_ )

- **Third-Party Networks**

- Crain's accepts creative from most major ad serving networks (please inquire)
- 3rd party tags must be live at the time of submission to enable thorough testing before launch
- Reporting access must be provided for all 3rd party served campaigns

Dimension (WxH) pixels	GIF/JPEG Size Limit	Flash/Rich Media Size Limit
160 x 600	30k	60k
180 x 150	20k	30k
185 x 100	15k	NA
300 x 250	20k	40k
468 x 60	20k	40k
640 x 480	30k	60k
728 x 90	20k	40k

## Email Advertising

### Accepted File Types

- **Traditional Formats: Static .jpg and animated .gif files ONLY**

- Rich Media, including Flash is not accepted for email advertisements
  - 3rd Party Serving: Creative is accepted from most major ad serving networks
  - Standard image tags for .gif and .jpg accepted
- OR-
- Creative file to specs with click command and tracking pixel
  - 15-second maximum for all animation
  - Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content
  - Any ads submitted over 22k run the risk of being read as spam by some email programs.
  - Many email clients remove or truncate animation in banners. It is recommended that desired marketing information be contained in the first frame for best results.
  - We accept email creative in static JPEG and animated GIF formats
  - Flash ads do not work in email and are not accepted
  - Advertising Operations Group is not responsible for any changes to the Ad Creative itself. *All changes must be made by the Client and resubmitted for trafficking.*



*Please Note: While we can accept animated GIF formats, we strongly recommend advertisers use static jpegs for email advertisements. Reason: Some email programs, like Outlook 2007 and iPhone, truncate animation at the first creative frame. Remember: If using animation, pertinent information should be included in the first frame. All file sizes must be limited to 22k max.*

Dimension (WxH) pixels	Max Size Limit
160 x 600	22k
180 x 150	22k
300 x 250	22k
610 x 90	22k
728 x 90	22k

## Video Pre-Roll

Crain Communications web sites predominately utilize the BrightCove Video Platform. The BrightCove platform is a Flash environment and therefore the advertising campaigns that run against the players must be developed in a format that Flash supports. The specs listed below are reproduced from BrightCove and are for our most common execution. Please confirm execution with your sales representative.

### • Pre-Roll Video Specs

- .FLV format required
- Video length: up to :15 maximum
- Dimensions: 480x360 (4:3 Standard) or 480x270 (16:9 Widescreen)
- Frame rate: same as source or 1/2 of source (15 to 30 fps)
- Video Data Rate: 600kbps
- Audio Data Rate: 48kbps
- Total Data Rate: 648kbps
- Keyframe: every 30 or 60 frames (2 seconds)
- File format required: FLV, 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

### • Leave Behind Ad Units

- Dimensions: 300x250, 728x90 (Inquire with your publication sales representative)  
These units can be submitted as flash (specs below) or static images (jpg, non-progressive or gif, non-animated 30k)
- Frame rate: 30 fps.
- File format required: SWF, Flash 8.
- 3rd Party Serving: A single redirect to the creative asset and/or the use of 1x1 tracking pixels and click tags is permitted. Any other creative tags (JavaScript, HTML, Iframe/Ilayer) are not permitted.
- All code should be ActionScript 2.0.
- No max animation length
- Requires a rectangle with a top left registration point at (0, 0) drawn on stage for the whole movie.  
The rectangle should be the desired size of the ad. This bounding box can have an opacity of 0%, but must be present so the player can size the ad properly.
- Actual ad content should begin on or after frame 5. At this point, content can be inset from the stage borders or extend outside them without it affecting sizing.
- References should not be made to `_root` unless `_lockroot=true`. It is recommended that relative paths be used instead.
- Must not reference level0 in ActionScript.
- Must not change player quality with ActionScript.
- You can manage a single-click through URL in Flash units.



*IMPORTANT: Writing methods and properties to any Flash object's prototype property will cause it to be added to all instances of that object. Avoid modifying the prototypes of Flash's built-in objects like MovieClip, TextField or Button in the creatives. Doing so will modify all instances of these objects in the Brightcove player, bloating the player and possibly causing erratic behavior. The recommended method for developing in Flash using ActionScript 2.0 is that prototypes are not modified and that instead classes are created that extend the built-in objects.*

## Tool Box

### • Material Submission

- Creative units must be submitted to Sherry Emard – semard@crain.com - a minimum of 5 business days prior to campaign launch for standard media and 10 business days prior to launch for rich media to enable thorough testing or campaign launch may be delayed.
- Send creative files attached, not embedded
- Creative submissions should be accompanied by the Creative Submission form and include the following:
  - \* Advertiser name, Publication name, Detailed trafficking instructions, Creative files, Alternate text (30 character limit, if applicable)
- Linking URL: Linking URLs must be domain name based and cannot be the IP address i.e., http://207.123.456.78)

### • Additional Web Site Creative Guidelines

- Creative must match ad size and conform to specifications outlined herein
- 15-second maximum for all animation
- 3 times looping maximum
- Animation/Expansion can begin again on mouse over, but must stop immediately on mouse off
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content
- Any sound must be user-initiated and is defined as a click based interaction rather than a mouseover or rollover. All ads must be clearly labeled with "Play" and "Stop" controls.
- Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once content loads. Up to 3 additional polite downloads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.
- Advertising Operations Group is not responsible for any changes to the Ad Creative itself. All changes have to be made by the Client and resubmitted for trafficking.
- Creative must have branding
- No fake HTML or simulated interactivity
- No obscene or otherwise objectionable images
- Creative cannot use the 'Publication' name or logo without pre-approval
- Ads clicks through to provided URL in a new browser
- Exception: Pre-stitial creatives will click through to the site home page
- Some sites allow Pre-stitial to click through to advertiser's web site (inquire)
- Expandable ads can expand to 2 times the size of one side of the creative

### • Data Reported

If requested, Crain Communications will provide reporting on campaign impressions, clicks and CTR. CRAIN will attempt to provide the same reporting for 3rd party served ads, but may be limited based on tagging configurations.

### • Disclaimers:

- 1) Click-through tracking is not available on the following advertising elements:
  - HTML advertising elements that use method="POST" for form submittal.
  - Rich media elements that use embedded or compiled URL information (Macromedia Flash creatives that do not use the FS command, for example).
- 2) Cache-busting is available automatically for pre-approved third party served agencies, others by request only. Exception: Third party served click URLs for hard-coded placements (text links, etc.) are not cache busted. Therefore, click data for hard-coded placements using third party served click URLs may not match click data from the third party agency. Please enter the Cache busting tags; Crain Communications is not responsible for entering these tags.
- 3) Crain Communications reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which is deemed annoying and/or harmful to our users at any time.

### • Policy Guidelines for Ads that Collect Personal Information

- Crain Communications allows advertisements to collect personal identifying information; however you may be asked to make changes to the ad units or include additional disclosure in order to be acceptable for advertising.
- If you wish to collect personal information within advertisements, those ad units will need to: 1) Clearly identify your organization, 2) Provide a direct link to your privacy policy, adjacent to the submit button, 3) Clearly identify the purpose for collecting the information.

*Additional disclosure may be required. Please see your Sales Representative for more information on required notices. Crain Communications will also label all such ad units with "ADVERTISEMENT".*

