



MediaCrossing Inc. Creative Specifications

General Guidelines:

All creatives must click through to another page and open in a new window.

All creatives must have a border.

All flash (.swf) creatives must have clickTAG in place of the the click though URL. [see instructions below]

All flash (.swf) creatives must have backup image (.jpg or .gif) files.

No extensive blinking or flashing elements.

No ad can spawn or pop from another ad unit.

No geotargeting or frequency capping through creatives.

No automatic downloads or executable files.

No spyware removal ads, pop blockers or spam filters.

No gambling, alcohol, tobacco, firearms, pornography or provocative ads.

Creative must indicate or identify the advertiser.

1) Standard RON In-Page Units

Format (WxH)	300x250	728x90	160x600	468x60	120x600	300x600	
(.gif or .jpg) Max File Size	50 KB						
Flash File Size	50 KB						
Audio Initiation	User Initiated (on click) Mute Button to Turn off Sound						
Looping Limit/ Maximum Total Animation Length	3 loops/15 Seconds Total						

2) Expandable In-Page Units

Format (WxH)	300x250	728x90	160x600	120x600	300x600	
Max Expansion (WxH)	500x300	728x300	420x600	420x600	560x600	
Expanding Direction	Down & Left	Down	Left	Left	Left	
Initial Flash File Size	50 KB					
Max File Size	600K					
Audio Initiation	User Initiated (on click) Mute Button to Turn off Sound					
Looping Limit / Maximum Total Animation Length	3 loops/15 Seconds Total					
Controls	Ad expansion must be user-initiated					

	The method of ad expansion and contraction must be the same (e.g. rollover or click) Close on roll off or must have [x] or "close [x]" on upper right corner of ad
Location	On Edge of Original (non-expanded) unit

3) Sidekick: An expandable launched from the right side of the page that pushes the page content leftward.

Format (WxH)	300x250
Max Expansion (WxH)	728x850
Initial Flash File Size	80 KB
Max File Size	150K
Audio Initiation	User Initiated (on click) Mute Button to Turn off Sound
Looping Limit / Maximum Total Animation Length	3 loops/15 Seconds Total
Controls	Ad expansion must be user-initiated Ad expansion or contraction functionality must be clearly visible to the user The method of ad expansion and contraction must be the same (e.g. rollover or click) Close on roll off or must have [x] or "close [x]" on upper right corner of ad
Additional assets	On Edge of Ad expansion must be user-initiated Ad expansion or contraction functionality must be clearly visible to the user The method of ad expansion and contraction must be the same (e.g. rollover or click) Close on roll off or must have [x] or "close [x]" on upper right corner of ad

4) IAB Filmstrip format specs

Sizes (WxH)	300x600
Format	FLA and SWF, Flash Player 9+, ActionScript 3.0 only Quantity: Three minimum, five maximum No interactive elements in top and bottom 40 pixels (must be reserved for navigation buttons) Frame rate: 24 FPS max
Back up image Size	30 KB
Audio Initiation	User Initiated (on click) Mute Button to Turn off Sound
Looping Limit / Maximum Total Animation Length	15 seconds max; looping allowed within 15 seconds
Controls	Ad expansion or contraction functionality must be clearly visible to the user Video: 30 seconds max, user-initiated only Animation: 15 seconds max; looping allowed within 15 seconds Close on roll off or must have [x] or "close [x]" on upper right corner of ad
Additional assets	Tracking: click-through URLs, third-party tracking, third-party impression and click tracking, and research tags. Specify naming conventions if necessary. Videos: If you need your video encoded, contact your campaign manager for instructions. External ActionScript files,

if used. Documentation detailing button and interactive element code locations for any code-driven assets. Fonts in a ZIP file.

5) OPA Pushdown

Format	FLA and SWF, Flash Player 8+	Retracted 970x66;expanded 970x418	initial 100KB max	Downward
External Content	Source FLA and exported SWF, Flash Player 8+	970x418		
Backup Image	GIF or JPG	970x66	50KB max	
Additional Assets	<p>Tracking: click-through URLs, third-party tracking, third-party impression and click tracking, and research tags. Specify naming conventions if necessary.</p> <p>Videos: If you need your video encoded, contact your campaign manager for instructions.</p> <p>External ActionScript files, if used.</p> <p>Documentation detailing button and interactive element code locations for any code-driven assets.</p> <p>Fonts in a ZIP file.</p>			

6) PEELBACK AD format specs

Sizes (WxH)	Dimension: 500x500
Format	<p>Format: Flash 8, Action Script 2 enabled</p> <p>Minimize Button: Must contain a clearly defined minimize button which when clicked retracts the Peelback</p> <p>Close Button (Optional): May contain a clearly defined close button which closes the Peelback ad entirely</p> <p>Peelback effect: A standard Peelback effect is handled by Unicast. Advertisers may provide a customized Peelback effect but it must contain an open and retract animation.</p> <p>Load Video: Must contain a placeholder movie clip which loads the external "Video file" (.FLV)</p>
Back up image Size	40 KB
Audio Initiation	<p>User Initiated (on click)</p> <p>Mute Button to Turn off Sound</p>
Looping Limit / Maximum Total Animation Length	15 seconds max; looping allowed within 15 seconds
Controls	<p>Ad expansion or contraction functionality must be clearly visible to the user</p> <p>Video: 30 seconds max, user-initiated only</p> <p>Animation: 15 seconds max; looping allowed within 15 seconds</p> <p>Close on roll off or must have [x] or "close [x]" on upper right corner of ad</p>

Initial Max File Size	50kb
Additional Max File Size	600kb
Additional assets	<p>Video File (Optional): Advertisers have the option of delivering video asset(s) in two formats; digital or hard copy. Digital Video assets can be submitted to our FTP site along with creative design assets. All tapes that need to be digitized for online use can be delivered to the address listed below under the section labeled Video Asset Submission Guidelines.</p> <p>Hard copy: DigiBeta preferred; Beta or BetaSP accepted</p> <p>Digital: 640x480 un-compressed, deinterlaced .AVI file; .wmv, .mov, mpeg also accepted</p> <p>Note: If the submitted format is not an uncompressed .AVI or .MOV or Beta/Beta SP tape that is NTSC formatted, the quality of the video may be slightly compromised due to the compressed nature of the source.</p>

7) In-banner Video

Format (WxH)	728x90	300x250	160x600	468x60	120x600	300x600	
Initial Max File Size	40kb						
Additional Max File Size	1000kb						
Audio	<p>All audio must be user initiated by click.</p> <p>All audio enabled ads must have prominently displayed audio controls (mute/unmute)</p> <p>Must be encoded at a maximum volume of -12db</p>						
Video	<p>Can contain auto-start video.</p> <p>All video enabled ads must have prominently displayed video controls (play/pause)</p> <p><i>There is a loop limit of 3x per video and a duration limit of 30 seconds.</i></p>						

8) Pre-Roll Video

Minimum Panel Size (WxH)>	300 x 225		
Panel Aspect Ratio	4:3 (e.g. 400x300)	16:9 (e.g. 480 x 270)	
>Max File Size	10 Megabytes / Minimum encoded bit rate of 200 Kbps		
File Type	FLV.		
Audio Initiation	Auto start with controls		
Maximum Video Length	10, 15 or 30 Max Seconds Duration		
Controls	<p>Host-Initiated Play & Audio</p> <p>Start/Stop & Volume On/Off Controls Required</p> <p>fast Forward disabled through ad play</p>		
Companion Ad (Optional)	<p>Standard IAB Sizes Accepted: 160x600px 300x250px 728x90px</p> <p>Maximum File Size: 40k for .jpeg, .gif, and .swf. NO 3rd party Iframes/Java etc.</p>		
Overlay (Optional)	Sizes Accepted:		

300x50px or 450x50px
Maximum File Size: 40k for .jpeg, .gif, and .swf

9) Instructions for Flash Creatives

Versions:

Up through Flash 9 (actionscript 2.0)

Click Tracking:

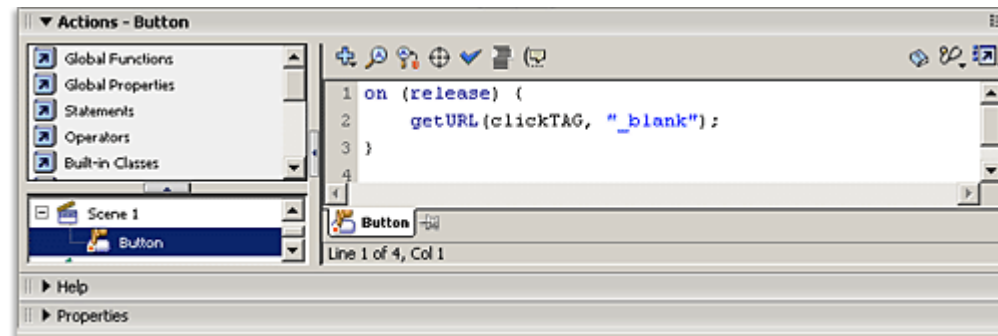
The author of the Flash source file (.fla) has to assign a clickTag variable using a getURL button action. They also have to make sure that they have selected blank for a target so it opens in a new window.

The button action code should look like one of these examples:

```
on (release) {  
    getURL(clickTag,"_blank")  
}  
on (release) {
```

Example Actionscript 2.0

```
getURL(_level0.clickTag,"_blank")  
}  
on (release) {  
    if (clickTag.substr(0,5) ==  
    "http:") {  
        getURL(clickTag,"_blank")  
    }  
}
```



Instructions for Flash Creatives

Versions:

Flash 9 and 10 (Actionscript 3.0)

Click Tracking:

The author of the Flash source file (.fla) has to assign a clickTag variable using a getURL button action. They also have to make sure that they have selected _blank for a target so it opens in a new window.

The button action code should look like the following:

```
// ActionScript 3.0
/* Requires

* - Button symbol on Stage with
instance name "myButton"
*/
myButton.addEventListener(
MouseEvent.CLICK,
buttonSymbol_click);
function buttonSymbol_click
(evt:MouseEvent):void {
var clickTAG:String =
loaderInfo.parameters.clickTAG;
// Check for malicious code
injections, only use URLs if they
begin with http: or https:
if ((clickTAG.substr(0, 5) ==
"http:") || (clickTAG.substr(0, 6)
== "https:"))
{
var req:URLRequest = new
URLRequest(clickTAG);
navigateToURL(req, "_blank");
}
}
```

Example Actionscript 3.0



A helpful link:

Building Macromedia Flash Banners with Tracking Capabilities
http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

File Requirements:

Backup gifs must be submitted

Animation cannot continue past 15 seconds

Frame rate must be no more than 18fps

Click URL

File size must not exceed 50k

If billing is 3rd party we need trackers for click/image
