



Local Audience NETWORK

Powered by The New York Times Regional Media Group



Ad Specs

IAB STANDARD AD UNITS

Naming & Sizes

(sizes in pixels, width x height):

Leaderboard - 728x90

Marquee - 300x100

Large Rectangle - 336x280

Medium Rectangle - 300x250

Wide Skyscraper - 160x600

Skyscraper - 120x600

Half-Page Ad - 300x600

Mircobar - 88x36

Half-banner - 234x60

RICH MEDIA

Peelback

In-Person Video

Video Takeover

Video Overlay

Pre-roll Videos

Interstitial

Sliding Billboard

Expandable Banner

FILE SIZE RESTRICTIONS

IAB Standard Ad Units should have a file size less than or equal to 40k.

FILE TYPES

Acceptable file types include:

- .jpg
- .gif
- Animated .gif
- .swf
- .wmv
- .mov

NAMING CONVENTION

To keep inventory organized and campaigns easy to access, the following naming convention should be followed:

Ex. **PB_BobsGifts_336x280_springsale_030108**

The 5 parts can be broken down as follows:

1. Banner code
2. Business name
3. Banner size
4. Keyword
5. Start date

Prefixes-

PB – paid banner (for local paid campaigns)

HB – house banner (for internal house promotional campaigns)

NB – network, or national banner (for banners that will be placed on several sites)

ANIMATED ADS

For animated .gif or .swf ads, follow the following guidelines:

- Maximum of three loops
- Animation should not exceed 30 seconds
- Ads may have embedded audio that is defaulted off
- For Flash ads (.swf) you must insert the following code into the action script for the clickable layer in your flash document if you are not using External Ad Tags. Please do not



alter or add to this tag. Use it as is with no additional scripting:

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

EXPANDABLE BANNER/RICH MEDIA AD SPECIFICATIONS:

Leaderboard -

- Base image must be 728x90 pixels.
- Expandable panel must be user initiated, no mouseovers.
- Expandable panel must contain a close button.
- Expanded ad size not to exceed 728x400 pixels.
- Maximum file size including all elements is 90K (if we create*).

Tower Ad -

- Base image must be 160x600 pixels.
- Expandable panel must be user initiated, no mouseovers.
- Expandable panel must contain a close button.
- Expanded ad size not to exceed 320x600 pixels.
- Maximum file size including all elements is 90K (if we create*).

Tearback/Peel-Down Ad -

- Teaser image not to exceed 125x100.
- Tearback maximum image size 800x600 pixels.
- Tearback animation is limited to one viewing per unique visitor for each 24 hour period.
- Tearback animation not to exceed 4 seconds.
- Auto roll back is permitted on initial load only, thereafter is user initiated, no mouseovers.
- Tearback must contain a close button.
- Teaser should contain call to action.
- Maximum file size including all elements is 90K (if we create*).

Pencil or Push-down Ad -

- Consists of three elements, controller/reminder, alternative image, billboard panel.
- Ad loads expanded and stays open for four seconds.
- Retraction time is limited to 1.5 seconds maximum.
- Controller/reminder and alternate image size is 980x30.
- Controller/reminder should contain call to action to expand panel, no mouseovers.
- Controller/reminder animation is limited to 5 loops.

*Unless tags from external source are provided.



- Auto viewing occurs once per unique visitor for each 24 hour period.
- Billboard maximum image size 980x400 pixels.
- Maximum file size including all elements is 90K (if we create*).

Sliver Ad –

- Max file weight of 40k
- Live area of the ad is 1000x40; total ad size overall on page is 1000x55 (includes the 15pixel minimize bar across the top)
- Displays as expanded until user minimizes ad to the 1000x15 leave behind

Interstitial Ad –

- Consists of two components.
- Top header panel, 100% of width x 90 pixels high, provided by site
- Header must read “page will load after this advertisement”.
- Header must contain a “skip this ad” link.
- Content component should load when triggered prior to loading web page. (maximum size of 800x600)
- Viewing occurs once per unique visitor for each 24 hour period.
- Open duration is seven seconds.
- Maximum file size is 90K (if we create*).

Pre-roll Videos –

- 15 sec maximum duration
- 500 KBPS recommended
- WMV and Mov files accepted
- Aspect Ratio 16:9 preferred

THIRD PARTY AD TAGS

Third party ad tags need to be provided three working business days prior to going live so we can test them on our website. Most third party ad tags do not allow us to track clicks in our ad-server and in many instances there will be a 5-10% discrepancy between the impressions served in our ad-server vs the third party ad-server. With third party ads we need to rely on the data in their system in order to ensure delivery. If under delivery issues exist, our adops team will request access to the third party data and take necessary action to buffer the difference between both ad-servers.

*Unless tags from external source are provided.