

2008 Rich Media Specs

Rich Media



2008 Online Advertising Rich Media Specifications:

- ⊕ Ad Sizes:
160x175
160x600
300x250
728x90
- ⊕ Expandable Size Max (click to expand):

Initial Size	Expanded Size	Direction of expansion
160x600	320x600	Left
300x250	450x250	Left or Right
728x90	728x180	Downward
160x175	280x175	Right

- ⊕ Close Method: Click or Roll off
- ⊕ Initial File Size: 40kb max on initial
- ⊕ Maximum File Size Expanded State: 100kb
- ⊕ Close Button: Required
- ⊕ Initial Animation: 15 Seconds
- ⊕ Max Loops: 3 loops (15 seconds/loop)
- ⊕ Video: Non-user Initiated
- ⊕ Audio: User-Initiated
- ⊕ Max Video/Audio Length: 30 seconds
- ⊕ Audio/Video Buttons Required: Play, Stop, Pause, Mute, Restart
- ⊕ Flash Versions Accepted: 8 or below
- ⊕ Notes for Flash Creatives (if we host):
For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have the exported SWF to us. Back-up GIFs should be supplied with SWF files and be under 40kb in file size.
- ⊕ Click Tag for Flash
on (release) {
 getUrl(_level0.clickTag,"_blank");
}
- ⊕ We accept all DART-supported forms of rich media including the following: Eyeblander, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.
- ⊕ Send all assets to traffic@sourceinterlink.com

Video Ad Specifications:

- ⊕ Client to provide a finalized ready-to-view video ad
- ⊕ Video ad length: 30 seconds maximum
- ⊕ Acceptable formats for video: MiniDV, HDV, BetaSP, DVD or CD, CD or DVD Data (QT-DV-NTSC/AVI-DV-NTSC/HD-M2T)
- ⊕ Quantity allowed: 3 videos max (will be randomly played/no guarantees on selection)
- ⊕ Client to supply 1x1 impression trackers and click trackers (Redirect URL)



300x250 Video Ad unit expands to 450x250



728x90 Banner Ad Unit...

160x600 Tower Unit...



...expands to 728x180 Banner Ad Unit.

...can expand to max size 320x600 to the left upon click

Ad Operations FTP: Host: ftp://adopsguest@ftp2.automotive.com
Username: adopsguest
Password: GuestAdOp5