

## ADVERTISING SPECIFICATIONS AND GUIDELINES

### LEADERBOARD

#### Online Ad Requirements - Leaderboard

- Dimensions: 728x90
- Formats: GIF, JPG, HTML, Flash, Rich Media
- File Size: 35K or less
- Animation Time Limit: 15 seconds
- Loop Limit: 3 Loop Limit
- Alt Text: Cannot exceed 70 Characters



#### Expandable Leader

Dimensions: 728x90 expandable to 728x270 – must be user-initiated with a close button present; the top banner will expand down

#### Creative Deadlines:

- GIF, JPG, HTML - Two business days prior to start date
- Flash - Five business days prior to start date

**\*\*\*Linking URL must be submitted with creative\*\*\***

#### HTML:

HTML code cannot exceed 20K.

#### Third Party:

Channel Network allows third party rich media tags (IFRAME/ JavaScript/ATLAS) for the rotation of rich media. Third party code must include clear traffic instructions and must have prior approval.

#### Flash:

Adobe Flash version 6, 7 and 8. Flash version must be specified otherwise it will be scheduled as Flash 8.

- Creative must be delivered as a .SWF file.
- Must submit an image (JPG or GIF) to be served in case the user does not have flash installed. The Kbytes size for the static image should be the same as the Kbyte restriction for a normal image ad of the same size and shape. The click through URL must be parameterized in the .SWF file using clickTag and included in the flash with that clickTag parameter. The value must be clickTag and not any variation (clickTAG, clickTag, etc is not acceptable.) The frame rate for flash files may not exceed 22 frames per second.

## **ANCHOR (BOTTOM)**

### **Online Ad Requirements – Anchor Banner**

- Dimensions: 728x90
- Formats: GIF, JPG, HTML, Flash, Rich Media
- File Size: 35K or less
- Animation Time Limit: 15 seconds
- Loop Limit: 3 Loop Limit
- Alt Text: Cannot exceed 70 Characters

### **Expandable Anchor**

Dimensions: 728x90 expandable to 728x270 – must be user-initiated with a close button present; the bottom banner will expand up

### **Creative Deadlines:**

- GIF, JPG, HTML - Two business days prior to start date
- Flash - Five business days prior to start date

**\*\*\*Linking URL must be submitted with creative\*\*\***

### **HTML:**

HTML code cannot exceed 20K.

### **Third Party:**

Channel Network allows third party rich media tags (IFRAME/ JavaScript/ATLAS) for the rotation of rich media. Third party code must include clear traffic instructions and must have prior approval.

### **Flash:**

Adobe Flash version 6, 7 and 8. Flash version must be specified otherwise it will be scheduled as Flash 8.

- Creative must be delivered as a .SWF file.
- Must submit an image (JPG or GIF) to be served in case the user does not have flash installed. The Kbytes size for the static image should be the same as the Kbyte restriction for a normal image ad of the same size and shape. The click through URL must be parameterized in the .SWF file using clickTag and included in the flash with that clickTag parameter. The value must be clickTag and not any variation (clickTAG, clickTag, etc is not acceptable.) The frame rate for flash files may not exceed 22 frames per second.

## **IMU**

### **Online Ad Requirements - IMU**

Dimensions: 336x280

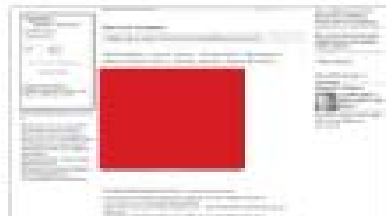
Formats: GIF, JPG, HTML, Flash, Rich Media

File Size: 35K or less

Animation Time Limit: 15 seconds

Loop Limit: 3 Loop Limit

Alt Text: Cannot exceed 70 Characters



### **Expandable IMU**

Dimensions: 336x280 expandable to 500x500 – must be user-initiated with a close button present; the IMU banner can expand either to the right or left

### **Creative Deadlines:**

- GIF, JPG, HTML - Two business days prior to start date
- Flash - Five business days prior to start date

**\*\*\*Linking URL must be submitted with creative\*\*\***

### **HTML:**

HTML code cannot exceed 20K.

### **Third Party:**

Channel Network allows third party rich media tags (IFRAME/ JavaScript/ATLAS) for the rotation of rich media. Third party code must include clear traffic instructions and must have prior approval.

### **Flash:**

Adobe Flash version 6, 7 and 8. Flash version must be specified otherwise it will be scheduled as Flash 8.

- Creative must be delivered as a .SWF file.
- Must submit an image (JPG or GIF) to be served in case the user does not have flash installed. The Kbytes size for the static image should be the same as the Kbyte restriction for a normal image ad of the same size and shape. The click through URL must be parameterized in the .SWF file using clickTag and included in the flash with that clickTag parameter. The value must be clickTag and not any variation (clickTAG, clicktag, etc is not acceptable.) The frame rate for flash files may not exceed 22 frames per second.

## **SKYSCRAPER AND JUMBO SKYSCRAPER**

Dimensions:

Skyscraper - 120x600, or 125x600

Jumbo Skyscraper - 160x600

Formats: GIF, JPG, HTML, Flash, Rich Media

File Size: 35K or less

Animation Time Limit: 15 seconds

Loop Limit: 3 Loop Limit

Alt Text: Cannot exceed 70 Characters



Expandable Sky- Dimensions: 125x600, 120x600 or 160x600 can expand to 400x600 – must be user-initiated with a close button present; the sky banner must expand to the left.

### **Creative Deadlines:**

GIF, JPG, HTML - Two business days prior to start date

Flash - Five business days prior to start date

**\*\*\*Linking URL must be submitted with creative\*\*\***

**HTML:**

HTML code cannot exceed 20K.

**Third Party:**

Channel Network allows third party rich media tags (IFRAME/ JavaScript/ATLAS) for the rotation of rich media, and requests standard third party tags (HREF, IMG SRC) for the use of GIF or JPG.

**Flash:**

Adobe Flash version 6, 7 and 8. Flash version must be specified otherwise it will be scheduled as Flash 8. Creative must be delivered as a .SWF file.

- Creative must be delivered as a .SWF file.
- Must submit an image (JPG or GIF) to be served in case the user does not have flash installed. The Kbytes size for the static image should be the same as the Kbyte restriction for a normal image ad of the same size and shape. The click through URL must be parameterized in the .SWF file using clickTag and included in the flash with that clickTag parameter. The value must be **clickTag** and not any variation (clickTAG, clicktag, etc is not acceptable). The frame rate for flash files may not exceed 22 frames per second.

**TILE**

Dimensions:125x125

Formats: GIF, JPG, HTML, Flash, Rich Media

File Size: 35K or less

Animation Time Limit: 15 seconds

Loop Limit: 3 Loop Limit

Alt Text: Cannot exceed 70 Characters



Expandable Tile- Dimensions : can expand to 250x250 – must be user-initiated with a close button present; the tile banner must expand to the left

**Creative Deadlines:**

GIF, JPG, HTML - Two business days prior to start date

Flash - Five business days prior to start date

**\*\*\*Linking URL must be submitted with creative\*\*\***

**HTML:**

HTML code cannot exceed 20K.

**Third Party:**

Channel Network allows third party rich media tags (IFRAME/ JavaScript/ATLAS) for the rotation of rich media, and requests standard third party tags (HREF, IMG SRC) for the use of GIF or JPG.

**Flash:**

Adobe Flash version 6, 7 and 8. Flash version must be specified otherwise it will be scheduled as Flash 8. Creative must be delivered as a .SWF file.

Must submit an image (JPG or GIF) to be served in case the user does not have flash installed. The Kbytes size for the static image should be the same as the Kbyte restriction for a normal image ad of the same size and shape. The click through URL must be parameterized in the .SWF file using clickTag and included in the flash with that clickTag parameter. The value must be **clickTag** and not any variation (clickTAG, clicktag, etc is not acceptable). The frame rate for flash files may not exceed 22 frames per second.

### Featured Sponsorship Logo

Dimensions: 88x31

Formats: GIF, JPG, HTML, Flash, Rich Media

File Size: 35K or less

Animation Time Limit: 15 seconds

Loop Limit: 3 Loop Limit

Alt Text: Cannot exceed 70 Characters

\*Located by the featured stories under sponsored-by

**Text links-** located on the right side of the page under the skyscraper

-80 characters including spaces with the landing URL

### Welcome Ad



### Frequency Cap

The ad is frequency capped at 1 view per user per 24 hour period. This cannot be changed.

### How the Ad is Created

The finished Welcome Ad is created by our selected vendor. The vendor compiles all the deliverable assets, pulls them into a template and sends Everything Channel the final tags to be posted in our Ad Server.

### Tracking and Reporting

Reporting is provided to all clients. We track the following metrics:

- Unique loads\*
- Clicks
- Skips
- Seconds to click

\* Visitors that do not have JavaScript enabled, or do not accept cookies are not served the ad and therefore not counted.

## Specifications for Client Creative

640 pixels in width and 480 pixels in height  
Non-looping  
Less than 100 kilobytes  
Include fonts if providing source files  
Click commands accepted

## PAGE PEEL AD



### How the PagePeel works

A small animated “dog-ear” graphic appears on virtually every page of the programs site. When a visitor mouses over the dog-ear graphic the page peels back to display the advertiser’s page. A click on the large-format creative takes the user directly to the advertiser’s page.

### How the Ad is created

The finished PagePeel is created by our selected vendor. The vendor compiles all the deliverable assets, creates the ad and sends the final tags to Everything Channel for posting in our Ad Server.

### Tracking and Reporting

Reporting is available to all clients. We track the following metrics:

- Clicks : how many visitors click on the ad
- Open : how many visitors roll over the dog-ear to reveal the pagepeel ad
- Rerun : how many visitors open and close and reopen the pagepeel
- Close : how many visitors roll off the pagepeel to close it

### Technical Specifications:

The PagePeel is comprised of two graphic elements: the dog-ear which is the teaser and the pagepeel which is revealed when rolling over the teaser. Both elements can be formatted as .jpg, .gif, .png or .swf. Specifications for both are below.

### Video:

Video is accepted in the pagepeel but it must be third party hosted and follow the third party’s specs for video. Video length must be 1 minute or less. Video should not start automatically, rather queued by the first frame of the parent movie. Mute button is required.

## Client's Creative (to be submitted to Ad Specialist): Landing URL

### For the Dogear file:

The standard dimensions are 100 pixels in width and 75 pixels in height. Only about 40 or so of the top pixels are visible though, refer to the art templates. Any image wider than 300 pixels will automatically ticker from right to left, unless using a .swf (flash) file. A buffer of 100 pixels should be placed on either side to allow for a smooth transition. Any image less than 300 pixels in width will not ticker.

*\* For dog-ear, instead of creating the actual file, client can opt to provide their logo. Vendor for Everything Channel can incorporate the logo into the dog-ear creative.*

### For the Peelback file:

The dimensions are fixed at 800 pixels in width and 600 pixels in height. The composition should place all the live content in the upper right hand corner, as nothing in the lower left corner will be visible.

*\* For pagepeel, instead of creating the actual file, client can opt to send the url of a landing page. Vendor for Everything Channel can take a screen shot of the landing page to use as the creative.*

## ChannelWeb Video:

### Video Pre-roll

#### FLV Format

- Dimensions – 480x360 (4:3 Standard)
- Flash version –Flash 8
- Video length – 15 seconds
- Frame rate – same as source or 50% of source (15 – 30 fps)
- Key frame – every 30-60 frames (2 seconds)
- Video Data Rate – 600kbps (recommended)
- Audio Data Rate – 48kbps (recommended)
- Total Data Rate – 648kbps (recommended)
- Format – It is recommended to crop to TV-Safe Area and de-interlace.
- Video should not include a leader.

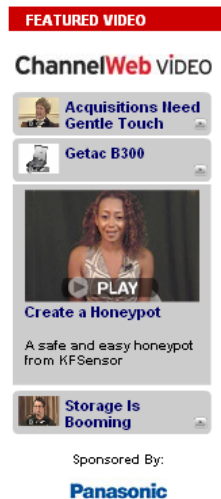
#### 336x280 Banner IMU

Static Image Format (.JPG or Static .GIF)

- If using a .JPG, it must be non-progressive
- If using a .GIF, it must not be animated
- Dimensions – 336x280

**CRN TV/VARB TV sponsorship Logo:** Dimensions: 120x60    Formats: GIF, JPG, HTML, Flash, Rich Media

- File Size: 35K or less
- Animation Time Limit: 15 seconds
- Loop Limit: 3 Loop Limit
- Alt Text: Cannot exceed 70 Characters
- Third Party Vendors that we accept: Pointroll, Eyeblaster, Eyewonder, Atlas and Double Click



## **Newsletters:**

### **HTML Format:**

- Basic Leader board — 728×90
- Basic Skyscraper — 160×600
- Basic IMU — 336×280
- ***Only static .jpegs or static .gifs accepted.*** Animated .gifs, flash and video are not accepted to run in the newsletters.
- Must include linking URL

### **TEXT Format:**

- Max 55 words
- URL MUST stand alone as the last line with one URL per ad
- All ads MUST be transmitted to Everything Channel's Online Advertising Services Department as a Word or Notepad document

### **We run three formats of our Newsletters:**

#### **1) Text:**

In the text format of our Newsletters you will see only copy at the top. No images are run here.

#### **2) AOL:**

In the AOL format you can see either a Leaderboard & Sky, or Leaderboard & IMU. If only Copy is provided it will go in the IMU position.

#### **3) HTML:**

In the HTML format you can see either a Leaderboard & Sky, or Leaderboard & IMU. If only Copy is provided it will go in the IMU position.

## **Channel Demo:**

- Dimensions: 720 x 480 Pixels
- Formats: FLV, 3GP, 3G2, ASF, AVI, DV, MOV, MP4, MPEG, MPG, QT, and WMV
- Name, Descriptions and 5-10 searchable keywords required
- Can support files up to 2GB in size
- 480 x 360 - Video Still
- 120 x 90 - Thumbnail Image
- Submission deadline: 5 days before start date

**Focal Point/Microsite**

<b>Traffic Drivers</b>	<b>Size/Type</b>	<b>Deadline</b>
<b>Text Link</b> (200,000 imps)	50 Characters (includes letters & spacing)	5 days before start date
<b>Button</b> (200,000 imps)	125 x 60 (20K Max File Size)	5 days before start date
<b>Tile</b> (200,000 Imp's)	125 x 125 (30K Max File Size)	5 days before start date
<b>Bottom Leader</b> (30,000 Imp's)	728 x 90 (30K Max File Size)	5 days before start date
<b>Internal Ads/Links</b>	<b>Size/Type</b>	<b>Deadline</b>
<b>Text Advertisement</b>	500 Words of Text plus headline	2 Weeks before start date
<b>Editorial Links</b>	Vendor selects topics from ChannelWeb content	1 Week before start date
<b>Tile</b>	125 x 125 (30K Max File Size)	1 Week before start date
<b>5 URL Links</b>	Vendor Links	1 Week before start date
<b>Leaderboard</b>	728 x 90	1 Week before start date
<b>Bottom Leader</b>	728 x 90	1 Week before start date
<b>Button</b>	125 x 60 (10K Max File Size)	1 Week before start date
<b>Skyscraper</b>	125 x 600	1 Week before start date
<b>Whitepapers, Brochures, Educational Pieces, SP Tools, etc.</b>	PDF Files	2 Weeks before start date