



**Standard Units (In Unit Ads):**

Creative Size	Rich Media File Size	Polite File Size (additional load)	Expansion dimensions	Expansion Direction	Animation Time	Looping
728x90	40K	75K	728x315	down	10 Seconds	3 Loops
300x250	40K	75K	560x300	left	10 Seconds	3 Loops
160x600	40K	75K	460x600	left	10 Seconds	3 Loops
300x600	40K	75K	460x600	left	10 Seconds	3 Loops

**In Unit Expandable Units (inside Standard Units):**

Auto Expand – (Part of 100% SOV Placement)

- Expansion on page load after polite download
- Expansion hotspots cannot exceed 50% of total ad space
- Audio: user initiated only
- Video: host or user initiated
- A visible close button is required on all expanded panels
- Maximum 5 Panels
- Frequency Capped at 1 per User per Day

**In Unit Expandable Units (inside Standard Units):**

User Initiated Expand

- Expansion allowed on mouse over or click
- Expansion hotspots cannot exceed 50% of total ad space
- Audio: user initiated only
- Video: host or user initiated
- A visible close button is required on all expanded panels
- Maximum 5 Panels

## **In Unit Audio/Video Specifications**

- Audio is user initiated on mouse click
- A visible mute button is required
- Video can be either host or user initiated and must include play/pause/stop buttons

## **In Unit Flash Units**

- Frames per Second (FPS) must not exceed 18
- Publish Flash ads as Flash 9 and up and provide default GIF/JPEG
- CPU Usage: avoid weighty mathematical computations and large FPS that will tax a user's CPU

## **In Unit Synched Ads**

Synched ads run in tandem with one another on a single page view. They are subject to the file restrictions found above under Standard Ad Units.

## Custom Placements – Out of Unit Rich Media:

### Floating Ads

- Max File size 40k
- Maximum 15 seconds display time
- User initiated Audio
- Host Initiated
- Dimensions: 300x300
- Visible Close Button
- Creative cannot pause over any content, ad or functionality for more than one second
- Creative must retract into a permanent in-page ad unit

### Slider Units (Pushdown) – Auto Expanding

**Auto Expanding Slider Units expand upon page load after a polite download. They are frequency capped at one per user per day.**

#### Creative Specifications

- Dimensions: Maximum Expanded and Collapsed Width: 940 pixels
- Maximum Expanded Height: 300 pixels
- Maximum Collapsed Height: 30 pixels
- Maximum File Size: 100KB
- Maximum Expand Time: 7 seconds (auto or user-initiated)
- Maximum Movie Animation: 20 frames per second
- Supported Media Types: Images, Macromedia MX Video and Flash Version 9+
- Special Requirements: Creative must include a visible “collapse” or “close ad” button

### Slider Units (Pushdown) – Expanding Upon User Initiation

**User Initiated Expandable Slider Units expand upon user click. They can run without any frequency cap.**

#### Creative Specifications

- Dimensions: Maximum Expanded and Collapsed Width: 940 pixels
- Maximum Expanded Height: 300 pixels
- Maximum Collapsed Height: 30 pixels
- Maximum File Size: 100KB
- Maximum Expand Time: 7 seconds (auto or user-initiated)
- Maximum Movie Animation: 20 frames per second
- Supported Media Types: Images, Macromedia MX Video and Flash Version 9+
- Special Requirements: Creative must include a visible “collapse” or “close ad” button

## Peel Backs – Auto Expanding

Auto Expanding Peel Back Units expand upon page load after a polite download. They are frequency capped at one per user per day. The ad can be expanded again by user **Mouse Over** and collapsed by clicking on the close button. The Peel Back tab displays on the upper right portion of the screen.

### Creative Specifications:

#### Logo Dimensions:

<u>Width:</u>	100 pixels
<u>Height:</u>	30 pixels
<u>File Size:</u>	20K
<u>Media Types:</u>	Static gif/jpg/flash

#### Ad Dimensions:

<u>Width:</u>	800 pixels
<u>Height:</u>	600 pixels
<u>File Size:</u>	70K
<u>Media Type:</u>	gif/jpg/flash
<u>Audio:</u>	User Initiated
<u>Video:</u>	Polite download
<u>Media Types:</u>	Macromedia/Adobe Flash version 9+

## Peel Backs – Expanding Upon User Initiation

User Initiated Peel Back Units expand upon user **Mouse Over**. They run at 100% share of voice and are not frequency capped. The ad can be expanded again by user **Mouse Over** and collapsed by clicking on the close button. The Peel Back tab displays on the upper right portion of the screen.

### Creative Specifications:

#### Logo Dimensions:

<u>Width:</u>	100 pixels
<u>Height:</u>	30 pixels
<u>File Size:</u>	20K
<u>Media Types:</u>	Static gif/jpg/flash

#### Ad Dimensions:

<u>Width:</u>	800 pixels
<u>Height:</u>	600 pixels
<u>File Size:</u>	70K
<u>Media Type:</u>	gif/jpg/flash
<u>Audio:</u>	User Initiated
<u>Video:</u>	Polite download
<u>Media Types:</u>	Macromedia/Adobe Flash version 9+

## **Intrromercial/Interstitial/Welcome Mat**

The Intrromercial/Interstitial/Welcome Mat serves a fully-captivating commercial message prior to viewing page content. It will display for a specified period of time and allow users to close the introductory message at any time. The ad can be targeted to serve upon entry or exit of the homepage or any section front. It is capped at 1 per user per day.

### ***Creative Specifications***

<u>Ad Dimensions:</u>	Maximum Ad Width: 640 pixels Maximum Ad Height: 480 pixels
<u>Maximum File Size:</u>	80KB Initial Load – 160 KB Additional Polite Download
<u>Maximum Display Time:</u>	10 seconds
<u>Maximum Movie Animation:</u>	18 frames per second
<u>Audio:</u>	User Initiated on Click
<u>Supported Media Types:</u>	Images, Macromedia MX Video and Flash version 9+
<u>Additional Info:</u>	All timing, backgrounds and publisher logos are handled by quadrantONE

## **Synched Ads with Out of Unit Interaction**

Synched ads run in tandem with one another on a single page view. They can interact with one another via a polite download using transparent expandable panes. They are subject to the file restrictions found above under Standard Ad Units.

## Other Custom Reserved Units:

### Pre Roll Video

- Pixels: 320x240
- Animation: 15 seconds max .flv (4:3 Aspect Ratio).
- Submit .FLV file to the following specification
  - Video length – sold as :15 units
  - Frame rate – same as source or ½ of source (15 – 30 fps)
  - Video Data Rate – 352kbps
  - Audio Data Rate – 48kbps
  - Total Data Rate – 400kbps
  - Keyframe – every 30 – 60 frames (2 seconds)
  - File format required – FLV, Flash 7
  - 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

### Mobile

Please submit all of the following sizes in gif or jpg format. (Max file size 40K)

Handset Display for Advertising Images				
Handset	Approx Handset Screen Size (pixels)	Example Handsets	Ad Size (pixels)	Example Ad Size*
Apple iPhone	320 x 480	Apple iPhone	320x 53	
X-Large	320 x 320	Palm Treo 700p Nokia E70	300 x 50	
Large	240 x 320	Samsung MM-A900 LG VX-8500 Chocolate	216 x 36	
Medium	176 x 208	Motorola RAZR LG VX-8000	168 x 28	
Small	128 x 160	Motorola V195	120 x 20	

## **Ad Creative Policy:**

- quadrantONE has final approval for all ads with respect to editorial/creative content
- quadrantONE reserves the right to remove an advertisement from its web sites at any time for any reason
- quadrantONE maintains a 5 business day turnaround time on all campaign requests