

Format	Definition	Technology	Creative Size	Max Initial File Load Size	Additional File Weight (Polite Load)	Flash Specifics	Frequency Cap	Audio	Maximum Animation Length	Controls	Additional Comments
Standard Banner	Gif/Jpg/Flash	n/a	728x90, 160x600, 300x250	40k	n/a	Flash 8, 18fps	n/a	n/a	Up to 15 seconds		
Standard Banner	Gif/Jpg/Flash	n/a	120x240	30k	n/a	Flash 8, 18fps	n/a	n/a	Up to 15 seconds		
Standard Banner	Gif/Jpg/Flash	n/a	120x90, 120x90	20k	n/a	Flash 8, 18fps	n/a	n/a	Up to 15 seconds		
Launch Pad (Push Down)	Ad unit that will auto expand when page is rendered.	Third party vendor	940x30 gif/jpeg collapsed/940x340 gif/jpg expanded	940x30 30k	940x340 50k	n/a	1 per 24 hours	User initiated on click	Host expansion up to 5 seconds	Close button must be present	
Inbanner Video	Interactive ads that include video and sound.	Third party vendor	Standard banner units	40k	1MB (video must be true streaming), Progressive download on click only	Flash 8, 18fps	1 per 24 on host executions	User initiated on click	Banner animation up to :15 secs, video can be :15 or :30 spots	Stop, Pause, Play, Audio buttons	Can be utilized for interstitial/expandable ad units
Peelback Ads	Ad runs in top right of web page and expandable. When expanded, unit covers page content.	Third party vendor	100x100 expandable to 500x500	20k	80k	Flash 8, 18fps	1x24 on host executions	User initiated on click	Teaser expansion allowable up to 3 seconds. Video/Audio can be :15 or :30 spots	Close button must be present	
Video Preroll									:15 only		

Guidelines:

- Ads must fit within standard display ad placements
- Maximum of three high impact ads per unique visitor per day (24 hour period).
- Maximum of one high impact ad unit per page per day.
- Ads will appear only on home page and section fronts and not on story or forum pages.
- Complete interaction lasting no more than 5-7 seconds, which includes opening and closing of the ad unit.
- Expandable ad units need to be scheduled as push-down and not cover the content of the page.
- Multiple advertisers may not be scheduled to a single ad placement but sold and scheduled on a one day exclusive basis.

Ad units that are not accepted include:

1. *Watermark Ads*: Ad units that appear on the content in the page within the background.
2. *Wallpaper Ads*: Ads that wrap around the entire page

Best Practices for Rich Media and In Banner Video Ads:

Rich Media:

1. Design the ad so that it is in line with achieving the campaign objective. If the goal is interaction, engagement, brand time or click a different panels should be used. One, action focused panel is most effective in achieving direct response goals.
2. Time the banner animation so it runs fast enough, with a call to action that appears immediately. Keep in mind users are on the page to view content.
3. Make sure the call to action is clear and prominent. Give the user a reason to rollover.
4. Clearly define rollover hot spot tabs (area that will initiate expansion) so that they are easy to see. On most sites the rollover max spec equals 33% of the banner. Use the full 33%.
5. Maximize clickable area/hot spot on panel. Ideally the entire panel should be hot to click with a well defined click button.

In-Banner Video:

1. For video, include a loading message that appears as the video streams in. Users with slower connections will know the video is coming soon.
2. Use video player controls-pause, play and volume scrubber for optimum usability.
3. Set video to auto play upon user rollover, whenever possible. Requiring users to "click to play" reduces video plays.
4. Include compelling, relevant call to action after video completes, either on the final video frame or with static "art card".