

# Web ad specs

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## Online Display and Sponsorship Advertising Technical Specifications

**Banners, Right Rail #1, Right Rail #2, Left Rail or Story Body Ad: All measurements are in pixels, unless otherwise stated**

File type: static or animated .gif or .jpg files  
File size: 30K maximum  
Ad sizes: 468x60, 120x600, 300x250 (depending on location of ad)  
Lead time: 3 business days

\*\* Graphics that have backgrounds that are the same as DailyBusinessReview.com's pages must have a border to delineate them from ailyBusinessReview.com's content. We reserve the right to add a 1-pixel border to creative.

### **Instructions for third party tracking tags:**

Lead time: 7 business days  
Real-Time Reporting login and password required along with creative materials

\*\* Third party tags are accepted on a case-by-case basis.

### **Instructions for rich media files:**

Lead time: 7 business days  
File size: 30K maximum  
Requires sniffer-type code to serve backup .gif to users who do not accept rich media.

\*\* Rich media is accepted on a case-by-case basis. For Shockwave Flash files, see below

### **Instructions for Shockwave Flash files:**

In the .fla file do not code the destination URL (e.g., <http://www.yourcompanysite.com>).

The URL coding needs to be as follows:

```
on (release) {  
    getURL (clickTAG, "_blank");  
}
```

The following must be included when sending Flash creative:

final .fla and .swf files  
back-up .gif file  
destination URL when ad is clicked upon  
version of Flash the final .swf file has been saved as (not which version of Flash was used to create the ad)

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### Sponsor Spotlights:

Text: 18 characters maximum (including spaces)  
1-line maximum  
Graphic: 125x125 .gif or .jpg  
File size: 30K maximum  
Lead time: 3 business days

\* Page views are not tracked on text links.

\*\* Page views or impressions *are not tracked* on Sponsor Spotlights.

DailyBusinessReview.com reserves the right to add a 1-pixel border to graphics that contain excess white (or clear) space. If URL is not working at time of publication, Sponsor Spotlight may not be published and may be rescheduled for another day.

### Co-branded E-mails:

Subject line: 45 characters maximum (including spaces)  
File size: 15K maximum  
Table/body width: *Maximum 480 pixels*  
Lead time: 7 business days

*Changes to creative will not be accepted within 5 business days of e-mail drop date.*

**Simple HTML only (No coding in MS Word, no JavaScript, CSS is accepted)**

All images included within the file must be hosted by the client

If style sheets are used, the CSS file must be hosted by the client

*Suppression list of opt-outs must be sent with creative, and must be no more than 10 days old as per CAN-SPAM laws*

**The following must be included in the ad:**

Clear and conspicuous indication that the e-mail is an advertisement

Physical address of the advertiser

The following language allowing users to opt-out from all future e-mails from the advertiser:

"If you no longer would like to receive promotional e-mails from [DIVISION OR COMPANY NAME] please click here [OPERATIONAL OPT-OUT LINK] or send an e-mail to [EMAIL ADDRESS] with "opt-out" in the subject line."

\*\* Introductory text & footer provided by DailyBusinessReview.com. Clicks on links to e-mail addresses cannot be tracked.

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