

Online Advertising Specs for UBM Electronics

UBM Electronics uses DoubleClick DART for all of its ad serving.

Website Ad Units

1. Unit Dimensions:¹

- 468x60 Banner
- 728x90 Leaderboard
- 120x60 Button
- 120x600 Skyscraper
- 120x240 Half Skyscraper
- 125x125 Medallion
- 220x90 Banner
- 250x250 Large Square
- 300x250 Rectangle
- 336x280 Boombox
- 160x600 Wide Skyscraper
- 640x480 Interstitial
- 800x600 Interstitial

2. Banner Formats:

Currently Accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif.

Will accept for testing: DHTML, Audio, Real, Shoskeles

Non-accepted formats: Java, Java Applet, Video

ALL Rich Media must be accompanied by a standard gif for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich Media. More may be required for testing of new media formats.

ALL Rich Media must include a target=blank command that will launch a new browser; this is especially important for any file with JavaScript language.

ALL enhanced content Rich Media (expanding window, audio, etc) must be user-initiated. Automatic play or pre-expand are not allowed.

- a. **HTML** – The following guidelines must be observed.
 - i. Canon Communications utilizes Javascript ad tags on its pages. HTML banners must be constructed to work within these tags.
 - ii. HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to Canon Communications. All component images must observe file size restriction and total combined file size of component images should not exceed maximum specified file sizes for the appropriate banner size.
 - iii. In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you **MUST** use the form method=get and NOT form method=post. Canon Communications will then be able to track clicks on your banner, though we may not be able to track clicks to multiple URLs separately.

¹ NOTE: Not all sizes are available on all Canon websites. Please confirm the exact size for each contracted unit with your Sales Executive.

- iv. <HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.
- b. **Flash** - The following guidelines must be observed.
 - i. If submitting a Macromedia Flash banner you must supply both the compiled swf file and backup gif.
 - ii. Canon Communications uses DoubleClick DART to serve its ads. DART is not able to track clicks on Flash banners without a clickTag variable added to the script before the swf file is compiled. If you have questions, please contact your trafficker at Canon Communications for the proper modification instructions before you submit the Flash banner.
 - iii. Clicktags: The following clicktag is required for all swf files – for click tracking purposes:


```
on (release) {
getURL(_level0.clickTAG, "_blank");
}
```
 - iv. Accepted Flash versions 5,6,7 & 8, CS3
 - v. 30KB download and up to 4 additional download streams upon user click are permitted. Each additional stream may not exceed 100KB.
 - vi. Frame rate may not exceed 24 frames per second. Banners that exceed 24 frames per second will not be accepted. 12 frames per second is recommended.
 - vii. Both flash 5-6 swf files will be displayed for Flash 6.0 to 6.0.0.65 plug in browsers only. If the browser does not support Flash 6.0 and above, the alternate image will be served (see submission guidelines).
 - viii. Loading files from cross domains is not permitted for security reasons.
- c. **Eyeblaster²**
 - i. Eyeblaster Creative must have a visible close button.
 - ii. Additional \$5 cpm for all Eyeblaster Creative
- d. **PointRoll**
 - i. Testing period may be longer than stated 5 days. PointRoll banners require a file to be uploaded to our servers and production considerations may delay implementation.
 - ii. Expanded window should be a maximum of 2.5x the original dimensions.
 - iii. Banners should expand only in one direction (either vertical or horizontal).
 - iv. Pre-expand or auto-initiate audio banners are not allowed. All enhanced content must be on mouse-over or click only, and must discontinue on mouse-off.
 - v. Additional \$5 cpm for all PointRoll Creative.
- e. **Motif**
 - i. Canon Communications accepts DoubleClick Motif and will traffic it as internal redirect for DFP.
 - ii. Expanding ad formats should be a maximum of 2.5x the original dimensions.
 - iii. Banners should expand only in one direction (either vertical or horizontal).
 - iv. Any enhanced content (audio, expanding banner, etc) must be user-initiated only.
- f. **Unicast**
 - i. 2 MB maximum file size.

² Please note that both Eyeblaster and PointRoll media may impose additional charges which may increase the cost of any campaign using their products.

- ii. 30 seconds maximum play time.
- iii. Must have visible close button.

3. File Sizes and Looping (File Size applies to direct upload/initial load only, not redirect or polite downloads. Polite downloads may be up to 100K after initial load. Looping and frames do not apply to Flash):

Max File Size =

468x60, 180x150, 120x240, 125x125: 40k
120x600, 220 x 90, 240x400, 250x250: 40k
728x90, 300x250, 300x125, 300x60, 336x280, 336x850, 160x600: 40k
120x60: 40k
640x480, 800x600: 50k

Max Frames = 4

Looping = 3times

4. 3rd Party Ad Serving

Canon Communications will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

Interstitials

Interstitials and Introstitials are full-page ads that appear between a user's click and the display of the destination URL. These units capture the user's browser for display of the full-page ad and then redirect to the requested URL after 7-10 seconds.

1. Banner Dimensions

640x480
800x600

2. Banner Formats

Banner formats for Inter and Introstitials are limited to the following: GIF, Animated GIF, JPEG, Flash.

3. 3rd Party Ad Serving. Canon Communications will accept most 3rd Party Ad tags. 3rd Party Ad tags for Inter and Introstitials

Textlinks

Headline: 60 characters (including spaces) max

Body: 300 characters (including spaces) max including Click URL.

Format – "Company name: Message". Maximum includes spaces and punctuation.

E-Newsletters³

Newsletters text sponsorships include 50 words of text, including headline, plus linking URL.

Logo and banner specs are as follows:

1. Banner Dimensions:

468x60 full banner, 120x60 static image or logo
125x125 square (not available on all newsletters)
120x240 half-tower (not available on all newsletters)
120x600 tower (not available on all newsletters)
728x90 Leaderboard (not available in all newsletters)

2. Banner Format:

Gif or Jpeg files only. No Rich Media.

³ Banner positions and static graphics specified may not be available for all positions in all newsletters. Please verify the allowed materials for each contracted newsletter with your Sales Executive.

3. File Sizes and Looping:

Max File Size = 468x60, 120x240 - 15-20K; 120x600 - 20K; 125x125, 120x60 – 8-10K

Max Frames = 4

Looping = 3times

4. 3rd Party Ad Serving

Canon Communications will accept most 3rd Party Ad tags. 3rd Party Ad tags for eNewsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.