



DAILY BUSINESS REVIEW.COM

DailyBusinessReview.com

2012 WEB ADVERTISING SPECIFICATIONS

Online Display and Sponsorship Advertising Technical Specifications

Banners, Right Rail #1, Right Rail #2, Left Rail, Blog Landing Page or Story Body Ad:

All measurements are in pixels, unless otherwise stated

File type: static or animated .gif or .jpg, or Flash files

File size: 45K maximum

Ad sizes: 160 x 600, 300 x 250, 500 x 300, 400 x 198, 728 x 90
(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 DailyBusinessReview.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

File type: HTML

Real-Time Reporting login and password required along with creative materials

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

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)

Sponsor Spotlights:

Text: 350 characters minimum, 400 characters maximum
(including spaces)

Graphic: 75 x 75 .gif or .jpg

File size: 30K maximum

Lead time: 3 business days, including revisions

Rich Media:

File type: varies

Lead time: 10 business days

File size: 45K maximum

Rich media is accepted on a case-by-case basis.

Please contact adfulfillment@alm.com to discuss specific requirements for rich media prior to sending rich media creative.

When a user rolls over the ad, it may expand.

However, when the cursor moves off the ad, the ad must collapse.

When a user clicks on an ad to activate the expansion, there must be an easily identified icon to close the ad.

Audio/Video: There must be a user initiated "play/pause" button to activate any audio or video feed.

Animation and/or video may play for no longer than 15 seconds.

No rich media creatives can be used within email alert products

160 x 600 can expand to 350 x 600 to the left.

300 x 250 expand to 600 x 250 to the left.

728 x 90 expand to 728 x 180 down over masthead

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

Video Pre-Roll:

File type: FLV file

Video Ad size: 480 x 360 pixels

Lead time: 5 business days

Maximum time to play: 15 seconds

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.

Flash files:

File type: .swf file

Lead time: 7 business days

File size: 45K maximum

No flash creatives can be used within email alert products

** Requires backup .gif to be served to users who do not accept rich media

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:

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

All ads are subject to the approval of dbr's Director of Client Development.

For more information: Call **800.777.7300 ext. 6623**

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