

# Standard Web Ad

## SPECIFICATIONS

### Web Ad Units:

- Medium Rectangle 300 px by 250 px
- Leaderboard 728 px by 90 px
- Skyscraper 160 px by 600 px (*theday.com only*)
- Monster 425 px by 600 px (*yahoo.com only*)
- Banner 468 px by 60 px (*theday.com story page only*)

### CREATIVE FILE FORMAT:

#### STATIC ADS

- JPG or GIF file type
- 30 KB maximum file size

#### ANIMATED ADS

- 40 KB maximum file size
- Flash frame rate may not exceed 24 frames per second. 12 FPS is recommended.
- All animated ads must not exceed 15 seconds, including loops. Endless looping is not allowed. Flash ads must end with a stop action. ActionScript coding = **stop();**

### ALTERNATIVE IMAGE:

All animated web ads built in Flash must be accompanied with a static alternative ad. This is for devices that do not support Flash files. The static ad will be the visual instead of the animated Flash ad and should have all the ad information displayed including a call to action.

- 30 KB maximum file size
- JPG or GIF file type
- Must match the same ad dimensions

### Design Guidelines:

- Ads **MUST** have a border or contrast background color (white) to clearly identify where the ad ends.
- Creative must have branding (company identification)
- Creative should indicate a call to action
- No obscene or otherwise objectionable images
- Click through for sales and special offers must bring the viewer to a web page referencing the offer.
- No fake HTML or simulated interactivity.

### AUDIO GUIDELINES:

- Audio must be user-initiated (by click)
- On-load play audio is not permitted in Flash ads.
- All sounds are subject to approval.

### Rich Media:

- Rich media is offered. Ask your Account Executive for more information.

### Third Party Ad Tags:

- Must be from Yahoo! approved vendor. Additional information available at [www.adspecs.yahoo.com](http://www.adspecs.yahoo.com)

### Preroll Video:

- Must be 15 sec. Quicktime file format.
- 480 px by 270 px is preferred

### Linking To A URL:

Flash ads must use Actionscript 2.0 language. To link the ad to a URL create a layer in the Flash ad that contains an invisible button. We recommend the button layer exists throughout the entire length of the Flash ad. Next, click the button on the stage area and open the ActionScripting panel. Type the text below EXACTLY.

```
on (release) {  
    if (_root.clickTAG.substr(0,5) == "http:" || _root.clickTAG.substr(0,6) == "https:") {  
        getURL(_root.clickTAG, "_blank");  
    }  
    //end if  
}
```

*Do not embed any URLs in the flash file. URLs must be provided separately.*



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