



# GIE Media, Inc. Web Specification Kit

## Ad Specifications

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### General Guidelines

- SWF files will not be accepted, due to lack of support on many mobile devices.
- Turnaround times: 2-3 business days for Standard Media, 5 business days for Rich Media.
- All ad units must launch a new browser window when clicked on.
- Audio must be user initiated with clearly recognizable on/off button.
- All third party and rich media ad units must be built using responsive ad functionality.
- GIE Media, Inc. reserves the right to refuse or terminate any campaign upon our discretion.

**Lead time:** Three business days for standard creative. See notes within the Ad Units section below.

### Third Party Ads

We accept rich media ad units from the following vendors:

- Doubleclick Rich Media
- Pointroll

Other rich media vendors may be accepted upon request.

If you wish to have GIE Media, Inc. track the number of clicks your ad receives you must obtain a clicktag from our online marketing coordinator before sending in your ad materials.

Please supply Javascript tags for all site placements.

# Ad Units

## Leaderboard

- Dimensions - 728x90
- File size max- 200 KB
- 30 seconds max animation length
- No looping restrictions
- Audio Initiation- User-Initiated- click only
- Rich Media Accepted- See Rich Media section for more information
- Will accept HTML5 (see HTML5 guidelines), jpg, and gif.
- GIE Media, Inc. will track clicks on one url per ad. If you are using HTML5 contact the online production coordinator for click tracking url.
- Lead Time- 3 Business days

## Medium Rectangle

- Dimensions- 300x250
- File size max- 200 KB
- 30 seconds max animation length
- No looping restrictions
- Audio Initiation- User-Initiated- click only
- Rich Media Accepted- See Rich Media section for more information
- Will accept HTML5 (see HTML5 guidelines), jpg, and gif.
- GIE Media, Inc. will track clicks on one url per ad. If you are using HTML5 contact the online production coordinator for click tracking url.
- Lead Time- 3 Business days

## Half Page

- Dimension- 300x600
- File size max- 200 KB
- 30 seconds max animation length
- No looping restrictions
- Audio Initiation- User-Initiated- click only
- Will accept HTML5 (see HTML5 guidelines), jpg, and gif.
- GIE Media, Inc. will track clicks on one url per ad. If you are using HTML5 contact the online production coordinator for click tracking url.
- Lead Time- 3 Business days

## Sponsor Button (not available on all websites)

- Dimensions- 110x30
- File size max- 80 KB
- Only static creative will be accepted (jpg/gif)
- Lead Time- 3 Business days

# Wallpaper

The Wallpaper ad appears on the background of the website and is available to display on every page (not just the home page).

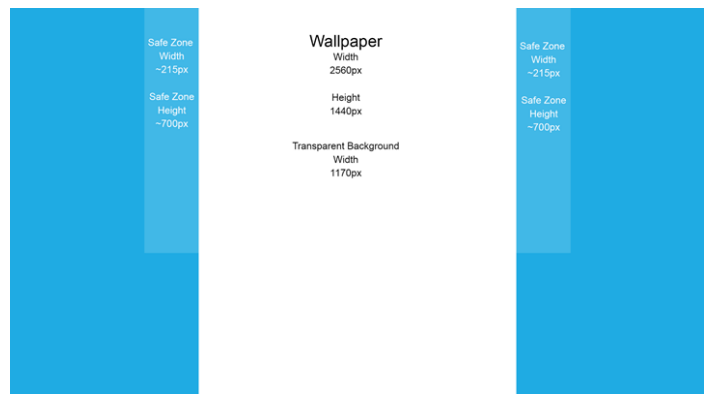
When submitting creative for this ad, we will need two separate sizes:

- 695px ad space + 1170px transparent background + 695px ad space = 2560px total
- 215px ad space + 1170px transparent background + 215px ad space = 1600px total
- Image must be static (jpg, gif or png). No animation, video, audio, HTML, Flash or other rich media can be used.
- File size should be no larger than 200k.
- One URL should be supplied for redirect when the ad is clicked.
- Third party listings are not supported.
- 1x1 tracking pixels and click trackers are accepted.

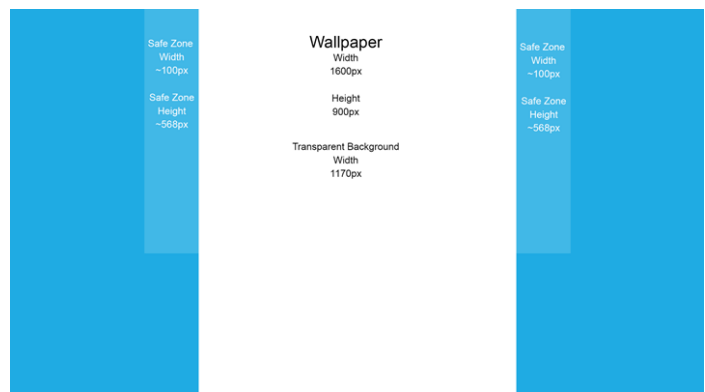
**Clear branding:** Creative materials must clearly identify the product or service that is being promoted. Creative material that resembles the visual style of the content area on which it is displayed is prohibited. This includes but is not limited to using the colors, marks, fonts or icons explicitly associated with the site, which may confuse or mislead site visitors.

**Recommendations:** With so many variations in screen resolutions, there is a possibility portions of the image may become hidden. For that reason, it is recommended that you keep text copy and graphics towards the top of the Ad Space closest to the transparent background. Doing so will create a better chance to be exposed to the audience.

Served to users with resolutions having a width greater or equal to 1600px.



Served to users with resolutions having a width greater than 1280px and a width less than 1600px.



# Newsletter Ad Units

## Leaderboard

- Dimensions - 728x90
- File size max- 100 KB
- Will accept jpg or gif
- If you choose to use an animated gif, we recommend putting your pertinent information on the first frame as some email clients will not play the animated gif.
- Lead Time- 3 Business days

## Medium Rectangle

- Dimensions - 300x250
- File size max- 100 KB
- Will accept jpg or gif
- If you choose to use an animated gif, we recommend putting your pertinent information on the first frame as some email clients will not play the animated gif.
- Lead Time- 3 Business days

## Text Ad

- Image Dimensions- 360x180
- Title max- 50 characters
- Body Text max- 50 words
- File Size max- 100 KB
- Will accept jpg or gif
- One url can be provided for the **Click Here** link.
- Lead Time- 3 Business days.

## Half Page (not available on all newsletters)

- Dimensions - 300x600
- File size max- 100 KB
- Will accept jpg or gif
- If you choose to use an animated gif, we recommend putting your pertinent information on the first frame as some email clients will not play the animated gif.
- Lead Time- 3 Business days

## Sponsor Button (not available on all websites)

- Dimensions- 110x30
- File size max- 80 KB
- Only static creative will be accepted (jpg/gif)
- Lead Time- 3 Business days

## Banner (not available on all newsletters)

- Dimensions - 468x60
- File size max- 100 KB
- Will accept jpg or gif
- If you choose to use an animated gif, we recommend putting your pertinent information on the first frame as some email clients will not play the animated gif
- Lead Time- 3 Business days

## Rich Media

### Floating Lightbox

- Dimensions- 500x500
- Initial Fileload Size- 200 KB
- User Initiated File Size- 2.2MB
- Minimum 24 fps for video
- 30 sec max length
- Close button will automatically be placed in the upper right hand corner and will not overlap the creative.
- Will accept HTML5, jpg, and gif
- Lead Time- 5 Business days

### Expandable Leaderboard

This ad unit expands on rollover to 728x315 and collapses to 728x90. We do not accept auto expanding ads. Retract feature is either click to close or enable mouse-off retraction.

- Dimensions Collapsed- 728x90
- Dimensions Expanded- 728x315
- Initial Fileload Size- 200KB
- User Initiated File Size- 2.2MB
- Will accept HTML5, jpg and gif
- Lead Time- 5 Business days

### Expandable Medium Rectangle

This ad unit expands on rollover to 600x250 and collapses to 300x250. We do not accept auto expanding ads. Retract feature is either click to close or enable mouse-off retraction.

- Dimensions Collapsed- 300x250
- Dimensions Expanded- 600x250
- Initial Fileload Size- 200 KB
- User Initiated File Size- 2.2MB
- Will accept HTML5, jpg and gif
- Lead Time- 5 Business days

## HTML5 Guidelines

- All HTML5 ads will be required to be responsive.
- All HTML5 ads will require a tracking URL in order for GIE Media, Inc. to record and click through data. This URL can be acquired by contacting our online production coordinator.
- Ads may contain additional URLs, but GIE Media, Inc. will only provide tracking for one URL.
- All audio must be user-initiated click only.

## GIE Media, Inc.'s Right To Reject

GIE Media, Inc. reserves the right to reject any advertisement in connection with any service, whether or not the same has already been acknowledged and/or previously published, displayed, performed or transmitted, including, but not limited to, for reasons relating to the content of the advertisement or any technology associated with the advertisement.



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