



# ADS Specifications programme on FIFA.com

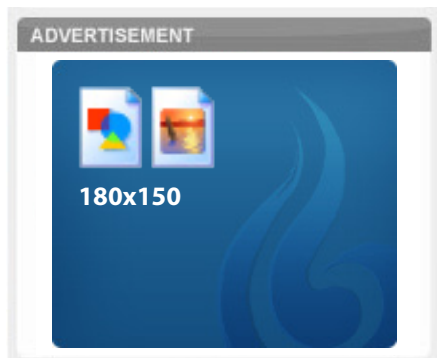
issue #3 2009

## ADS Specifications programme on FIFA.com

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- Images ADS
- Flash ADS
- Flash-in-Flash Video
- Video ADS
- Examples of Use

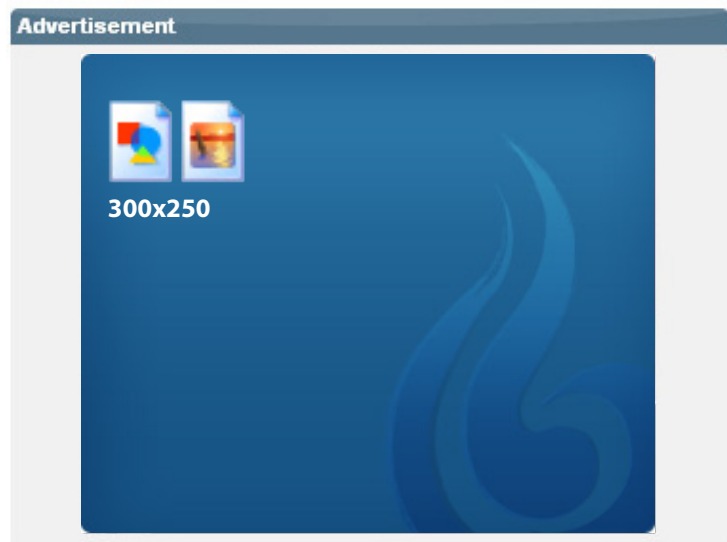
Rec (extra content)



3:1 Rectangle (pages)



MRec (pages)



Leaderboard (bottom pages)



ADS SPECIFICATIONS

IMAGE ADS (JPEG, GIF)

Rectangles:

300 x 250 IMU - (Medium Rectangle)

180 x 150 IMU - (Rectangle)

300 x 100 IMU - (3:1 Rectangle)

Banners:

728 x 90 IMU - (Leaderboard)

WEIGHT LIMITS: (GIF/JPEG)

300x250

300x100 **20k**

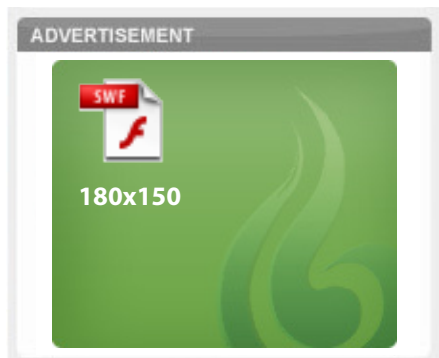
180x150 **15k**

728x90 (suggested)

(suggested)

**39k** (technical limit)

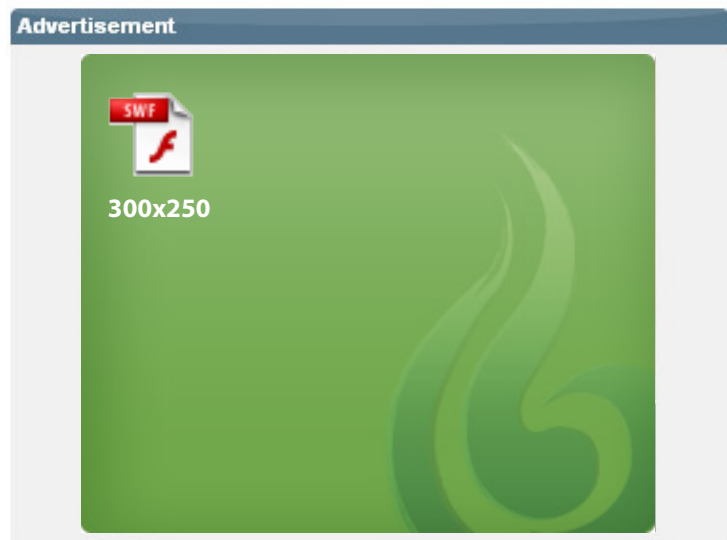
Rec (extra content)



3:1 Rectangle (pages)



MRec (pages)



Leaderboard (bottom pages)



## ADS SPECIFICATIONS

### FLASH ADS

Rectangles:

300 x 250 IMU - (Medium Rectangle)

180 x 150 IMU - (Rectangle)

300 x 100 IMU - (3:1 Rectangle)

Banners:

728 x 90 IMU - (Leaderboard)

Only ActionScript 2 is supported, currently ActionScript 3 should not be used.

#### Click TAG Code:

All the SWF ADV provided need to have this code embedded. Apply to "on Release" Action Button. The variable clickTAG is case-sensitive.

```

on (release) {
  getURL(clickTag, "_blank");
}

```

#### WEIGHT LIMITS: (SWF)

300x250

300x100

728x90 (suggested)

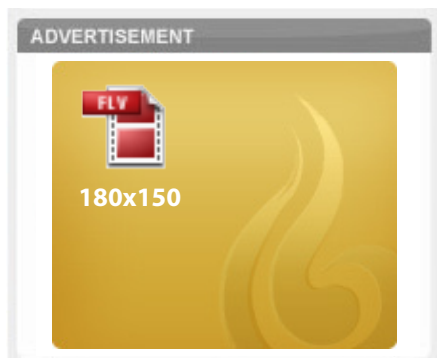
180x150

20k (suggested)

**39k** (technical limit) **15** second limit

For every Flash AD, a screenshot in jpeg or gif format is always required. This allows users without Flash Player installed to see the AD.

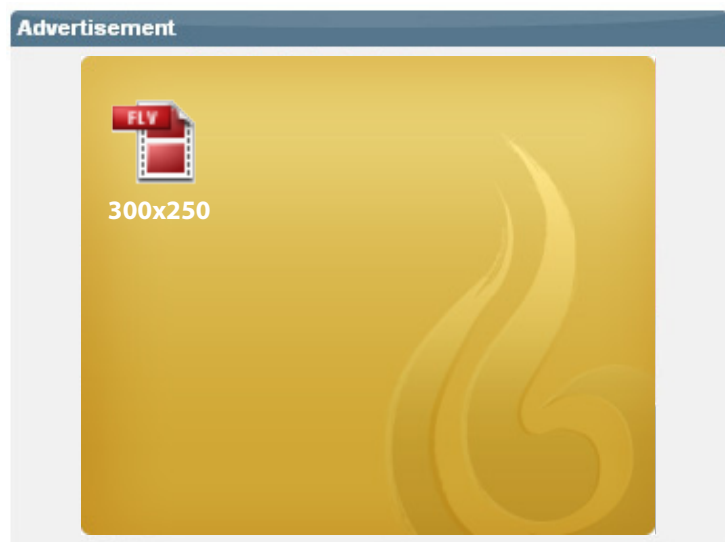
Rec (extra content)



3:1 Rectangle (pages)



MRec (pages)



Leaderboard (bottom pages)



## ADS SPECIFICATIONS

### FLASH-IN-FLASH VIDEO

Flash-in-Flash Video permits to insert streaming video ads or even interactive advertising into Flash video players.

The Flash-in-Flash Video creative will be managed through the platform DoubleClick. However, when implementing Flash-in-Flash Video ads, it's important to follow the guidelines. The creatives have to be published on the creative tool kit called TABS managed by TangoZebra, a DoubleClick division.

To prepare most Flash creatives for TABS one or more of the Tabs Flash components is required. The components are contained in one extension package that can be installed using the Adobe Extension Manager.

#### STEP TO FOLLOW TO PRODUCE THE CREATIVES:

Require and follow the Video Creative guidelines.

Require and install the TangoZebra Flash Extension for Flash MX2004 and Flash 8. Once installed, the TZ Video Player component will be available in the Components panel of your copy of Flash. The installer is a Macromedia Extension Package (.mxd) file for Flash containing TangoZebra components, ActionScript and advert templates. To install the TZ Flash Enabler Plug-in you need to have the Macromedia Extension Manager installed. Click here to download a copy: [http://www.adobe.com/exchange/em\\_download/](http://www.adobe.com/exchange/em_download/)

The creatives have to be uploaded on TABS platform to be checked by TangoZebra staff.

VIDEO ADS

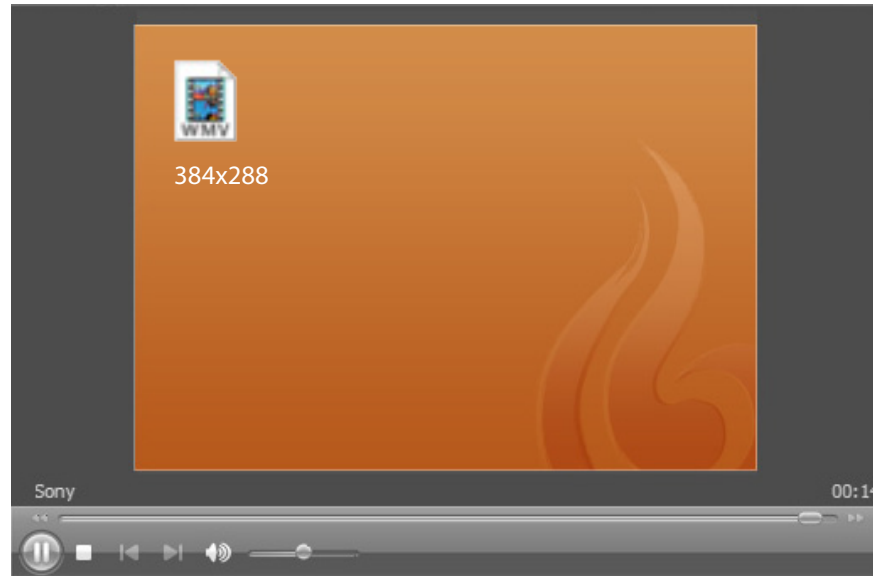
Windows media 9 CBR

Video size: **384x288 (4:3)**

Frame rate: **25**

Total bit rate: **300 Kbps**

Windows Media Video (\*.wmv)



180x150 px

**FIFA.com** | FIFA World Cup™ | Tournaments | World Football | Language | Accessibility | Login | Register | News Centre | Classic Football | Fan Fest | About FIFA | Countries | Search

## TOURNAMENTS

News | Photos | Videos | Awards | Destination

### Men's Tournaments

- FIFA World Cup™
- FIFA U-20 World Cup
- FIFA U-17 World Cup
- FIFA Confederations Cup
- FIFA Club World Cup
- FIFA Futsal World Cup
- FIFA Beach Soccer World Cup
- Men's Olympic Football Tournament
- FIFA Interactive World Cup
- Blue Stars/FIFA Youth Cup

### Women's Tournaments

- FIFA Women's World Cup
- FIFA U-20 Women's World Cup
- FIFA U-17 Women's World Cup
- Women's Olympic Football Tournament

### Calendar

2008

- 20 April**  
Draw for olympic football tournaments (Beijing)
- 30 April - 01 May**  
Blue Stars/FIFA Youth Cup (Zurich)
- 24 May**  
The FIFA Interactive World Cup Grand Final (Berlin)
- 17-27 July**  
FIFA Beach Soccer World Cup (Marseille)
- 06-23 August**  
Olympic Football Tournament (Beijing)
- 06-23 August**  
Olympic Football Tournament Women (Beijing)
- 30 September - 19 October**  
FIFA Futsal World Cup (Brazil)

More >>

### Top Story

**Croat sails to victory**  
Monday 7 April 2008  
Croatia born Davor Bresckovic was crowned champion of the New Zealand FIFA Interactive World Cup ...

### Live now

**2008 FIFA INTERACTIVE WORLD CUP 2008**  
News | Destination | Leaders

### Previous Tournaments

**FIFA CLUB WORLD CUP JAPAN 2007**  
07-16 DECEMBER  
News | Matches

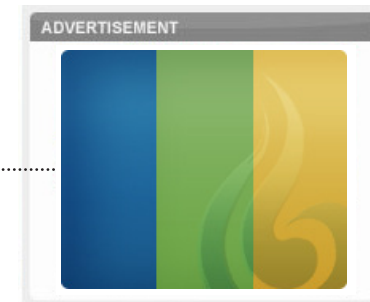
### Latest News

- CAF Champions League Holders Etoile advance in Africa**
- UEFA EURO 2008 Raul still has Spain chance**
- 2010 FIFA World Cup South Africa™ A crossroads in the Caribbean**
- CAF Champions League Zamalek seek to restore reputation**

Photos | Videos | News | RSS

Advertisement

180x150



300x250 px

The screenshot shows the FIFA.com website interface. At the top, there is a navigation bar with 'FIFA.com' logo, 'FIFA World Cup™ | Tournaments | World Football', 'Language | Accessibility', and 'Login | Register'. Below this is a secondary navigation bar with 'News Centre | Classic Football | Fan Fest | About FIFA', a 'Countries' dropdown, and a search box. The main content area is titled 'NEWS CENTRE' and includes a sub-navigation bar for 'News | Interviews | Features | Have Your Say | Media Releases | Photos | Videos'. The 'Latest News' section features several articles with thumbnails and titles, such as 'AFC Champions League Antlers and Guoan battle for advantage' and 'Mexico Suazo hits four in Monterrey rout'. The 'Latest Photos' section displays a grid of football-related images. The 'Latest Videos' section shows a video player for 'FIFA Interactive World Cup 2008 - Switzerland'. On the right side, there is a 'My FIFA.com' section with a 'FIFA.com Club' sign-up button and a poll titled 'Which Europe-based Brazilian is currently playing the best football?'. Below the poll is a 'Your Views' section with several articles, including 'Philadelphia gets new MLS team' and 'MLS set for lucky 13'. A large, light blue rectangular placeholder with the text '300x250' is positioned in the lower-middle part of the page, indicating the location for an advertisement.

This block shows a detailed view of an advertisement placeholder. It features a blue header with the word 'Advertisement' in white. Below the header is a large rectangular area with a blue, green, and yellow graphic design. The graphic consists of a solid blue vertical bar on the left, a green vertical bar in the middle, and a yellow vertical bar on the right. The green and yellow bars have a wavy, flame-like pattern at the bottom. The entire advertisement is set against a light gray background.



**FIFA.com** Presented by **SONY**

384x288

CHANNEL  
**FIFA INTERACTIVE WORLD CUP 2008**  
 20 Videos

Now playing  
**FIFA Interactive World Cup 2008 - Switzerland**  
 Stade De Suisse  
 Wankdorf  
 BERN

★★★★★ Rating: 3.0

EMAIL TO A FRIEND  
 SETTINGS | HELP

FIFA Interactive World Cup 2008

FIFA WORLD PLAYER GALA 2007	<b>FIFA Interactive World Cup 2008 - Switzerland</b> Stade De Suisse Wankdorf BERN	<b>FIFA Interactive World Cup 2008 - SOUTH AFRICA</b> SandtonCity Fountain Court Johannesburg
2010 FIFA WORLD CUP SOUTH AFRICA™	<b>FIFA Interactive World Cup 2008 - SPAIN</b> Comercial Center L'Illa Avenida Diagonal, ...	<b>FIFA Interactive World Cup 2008 - Poland</b> Warsaw, Hala Arena Ursynow 15 March 2008
WORLD CHAMPIONS	<b>FIFA Interactive World Cup 2008 - Hong Kong - Final</b>	<b>FIFA Interactive World Cup 2008 - France</b>

TOURNAMENT HIGHLIGHTS

- FIFA Club World Cup Japan 2007
- FIFA Beach Soccer World Cup 2007
- FIFA Women's World Cup China 2007
- FIFA U-17 World Cup Korea 2007

728x90

ADS SPECIFICATIONS

Examples of Use

728x90 px  
 384x288 px





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[www.fifa.com](http://www.fifa.com)