CNNMoney.com CREATIVE SPECS

CNNMoney.com uses DoubleClick's DART Enterprise ad server - some specifications are set by the server and some are set by the editorial team. Below is an overview of CNNMoney.com specific tech specs and some basic server specs.

General Info

AD UNITS & FILE SIZE

UNIT	GIF/JPEG	RICH MEDIA
728x90	30K	40K
336x280	30K	40K
336x600	40K	75K

3rd PARTY AD SERVING

24/7 Real Media, AdDynamix, AdFusion, Advertising.com, AdShuffle, Ad Tech Helios IQ (Aktiv Digital), Atlas a.k.a. Aquantive, Blackfoot, Bluestreak Bridgetrack, Brightroll, Broadband Enterprises, Casale, Clearspring, Cossette, DART/Doubleclick/Motif, Dynamic Logic, Exponential/Full Tango/Tribal Fusion, Eyeblaster, Eyereturn, Eyewonder, Facilitate Digital, Factor TG, Falk, Flashtalking, IB, Klipmart Interpolls, Linkstorm, Mediaplex, Metrixlab, Poindexter, Pointroll, Quigo, Rovion, Shoshkele/United Virtualities, Specific Media, Tango Zebra, TruEffect Unicast (i.e. Viewpoint), Visible World, Zedo

ANIMATION

Max animation: 30 seconds
No continuous strobing elements after 30 seconds

LOOK & FEEL

Border, background color or advertiser's name required to distinguish ad from editorial content.

CLICK URL

Max 200 characters. Must be viewable in IE 3.0 and above, Netscape 4.0 and above, and Mozilla Firefox and Safari

FLASH

Frame Rate: No More than 18 fps.
Flash versions: up through Flash 9 **Animation:** 30 sec. max (including any strobing elements)

AUDIO (IN-BANNER)

Must be user-initiated (upon click) and include standard controls (play / pause, audio / mute, and stop).

VIDEO (IN-BANNER)

May be host or user initiated. Must have standard controls (play / pause, audio / mute, and stop) Must stop at 30 seconds, if host initiated on initial download.

CREATIVE ROTATION

No more than 3 creatives (maximum) may rotate through any given ad placement. Please allow 2 business days for swapping out creative.

OTHER

CNNMoney.com reserves the right to reject any insertion, graphic, text description, or URL. Any ad that will cover editorial content must be approved before campaign begins. Ads should not rewrite the title tag or URL (or interface with any content on the (CNNMoney.com online) pages).

CONTENT

No gambling, faux functionality, pornography, stock solicitations. Political content must be clearly branded in all frames.

ADVOCACY AND ATTACK ADS

All advocacy ad creative must be approved by Commercial Clearance. CNNMoney.com does not accept ads that directly, negatively target a company. All creative must have prominent and persistent sponsor identification on all panels of the display banner.

CREATIVE SUBMISSION

Creative must be received 5 business days before campaign start.

Sponsorship creative (including roadblocks, newsletters, custom placements) must be received 10 days before start of campaign.

For All Banners

A 1-pixel border must be added to all white or light colored ads to separate ad from edit content.

In-Banner Ads

GIF/JPG

GIF or JPG: 30K max file size for 728x90 and 336x280. 40K max size for 336x600.

FLASH

All SWF files must be accompanied by backup GIFs and clickthrough URLs. Up through Flash 9 accepted. The author of the Flash source (.fla) must assign a clickTag using a **getURL** button. They must also make sure that **_blank** is selected for a target so it opens a new window. In order not to interfere with the site navigation, please add the following parameters to all flash creative code: To the **OBJECT tag**: <param name="wmode" value="transparent">. To the **EMBED tag** wmode="transparent".

EXAMPLE OF FLASH CLICKTAG:

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

RICH MEDIA

40K max file size for 728x90 and 336x280. 75K max size for 336x600. Polite load of up to 120K available only with CNNMoney.com-approved 3rd Party vendors.

Expandable Banner Ads

Expansion Guidelines

Creative pixel sizes include banner and panels
728 x 90 expands down only
(max expansion size: 728x300)
336 x 280 expands left, up or down
(max expansion size: 500x500).
336x600–no expansion allowed.
File size on initial download: 40K
Expansion File Size: 120K (40K initial load and 80K polite load). Polite loads are only accepted from CNNMoney.com certified vendors and are not available with site-served flash. Method of expansion and collapse (mouse-over, click) must be the same. Host and user initiated banners accepted. Host initiated banners cannot run in the following areas: Home page, Stock Quotes, Pre-Markets, and Run of Site. Host initiated banners must be frequency capped at 1 per user every 12 hours.
Border: A 1-pixel border must surround the entire ad, including expanded panels, to separate ad from editorial content.
All Rich Media Banners
Z-index Level must be set to 1. If you require a higher Z-index level CNNMoney.com requires a test tag be QAed prior to launch.

Floating Ads with Banner Reminder

Ad Dimensions: 500 x 500 Max. (floating ad); 728x90 or 336x280 (standard banner)
Rich Media File Size 40K
- Max Animation Time: 15 seconds floating time, then floating ad must resolve back into a standard banner.

- Must have prominent "close" button in top right corner
- Cannot run on CNNMoney.com Homepage, Stock Quotes, Pre-Markets, or Run of Site.
- Must be served by an approved 3rd Party vendor
Frequency cap: Floating ads must be frequency capped at 1 per user per 12 hours.

EMAIL NEWSLETTERS

HTML Version only (No Text)

Standard 728x90 and 336x280 GIF or JPEG only (must have unique cilckthrough URL if click tracking is required)

All banner creative must be site-served by CNNMoney.com (no 3rd Party Ad Serving)

Animated GIFs must cease all animation (including strobing elements in the creative) after 30 seconds

Newsletters cannot support 3rd party 1x1 tracking pixels.

**Please send all creative assets to
CNNMONEY_TRAFFIC@timeinc.com**