

RICH MEDIA -SPECIFICATIONS

RICH MEDIA ADVERTISING



ONLINE ADVERTISING RICH MEDIA SPECS:

AD SIZES: 300x175,300x250, 300x600, 728x90.

EXPANDABLE SIZE MAX (CLICK TO EXPAND):

INITIAL SIZE:	EXPANDED SIZE
300x250	450x250
728x90 (top)	728x180
728x90 (bottom)	728x180
300x175	450x175
300x600	500x600

CLOSE METHOD: Click or roll off.

INITIAL FILE SIZE: 50kb max on initial.

MAXIMUM FILE SIZE EXPANDED STATE: 100kb.

CLOSE BUTTON: required.

INITIAL ANIMATION: 15 seconds

MAX LOOPS: 3 loops (15 seconds/loop).

VIDEO: Non-user initiated.

IN-BANNER VIDEO MAXIMUM SIZE: 750kb.

AUDIO: User-initiated.

MAX VIDEO/AUDIO LENGTH: 15 seconds.

AUDIO/VIDEO BUTTONS REQUIRED: Play, Stop, Pause, Mute, Restart

FLASH VERSIONS ACCEPTED: 8 or below.

AS2 and AS3 accepted.

NOTES FOR FLASH CREATIVES (IF WE HOST): For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have the exported SWF sent to us. Back up GIFs should be supplied with SWF files and under 40kb in size.

CLICK TAG FOR FLASH (CASE SENSITIVE):
on (release) {
 getUrl(_level0.clickTag,"_blank");
}

ONLINE ADVERTISING RICH MEDIA SPECS (CONTINUED):

We accept all DART-supported forms of rich media including the following:

Sizmek, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

Send all assets to traffic@enthusiastnetwork.com.

VIDEO AD SPECS:

VIDEO AD LENGTH: 15 seconds maximum.

FORMATS FOR VIDEO: MiniDV, HDV, BetaSP, DVD or CD, CD or DVD Data (QT-DV-NTSC/AVI-DV-NTSC/HD-M2T).

QUANTITY ALLOWED: 3 videos max (will be randomly played/no guarantees on selection).

Client to provide a finalized ready-to-view video ad.

Client to supply 1x1 impression trackers and click trackers (redirect URL).

AD OPERATIONS FTP:

HOST: <ftp://adopsguest@ftp2.automotive.com>

USERNAME: adopsguest

PASSWORD: GuestAdOp5



PLEASE MAKE SURE ALL ADS ADHERE TO CHECK-LIST ABOVE OR THEY WILL NEED TO BE RE-SUBMITTED.