

# Rich Media Specifications

## Expandable video ads

**Digital Network Sales (DNS) supports expandable ads for selected sites.**

With expandable ads, a mouse click or roll over initiates an expansion of the creative animation area. When the user rolls off the expanded area, the ad reverts back to its normal size, regardless of whether the expansion was triggered by a click or roll over.

The benefit of the expandable ad is the large palette created in which to communicate a message or to engage the audience. In addition, an expandable area increases the immediacy of any interaction built into the ad.

Please check with your account manager to see if this option is suitable for you.

### Close

The expansion should close immediately after the user moves the mouse out of the expanded space. A close button must also be included and must be located in the expanded area of the ad, appearing immediately in the first full frame of the expanded panel's animation.

### Page links

When closed, the ad must allow users to click on links in the webpage that would otherwise be covered when the ad is expanded.

### Ad serving

The ad is served through the standard in-page JavaScript ad spot and can be in rotation among other ads in that space.

### Lead time

Since expandable ads are DHTML ads, they can only be served on the DNS network of sites via a third-party; for example MediaMind, Atlas Solutions, Facilitate Digital or DoubleClick Motif. To allow for testing and implementation, the creative materials must be set up in the third-party system and redirect tags must be sent to DNS 3 working days prior to the campaign start date.

## Forms for data entry

Forms may be possible for ads served via a third-party, but they are not applicable for Flash files hosted by DNS. Please contact Ad Operations for more information.

## Sound

Sound can only be implemented within the animation if the ad is initiated by a mouse click and pre-approved by DNS and the hosting site. Please check with your account manager for more information.

## Creative/animation specifications

- The creative should not contain strobing effects.
- The creative should not disable fields or functionality on the site.
- The creative should not disable browser back buttons or force any plugins to be downloaded.

## Non-expandable video ads

**Digital Network Sales (DNS) Video MREC, video LEADERBOARD and video SKYSCRAPER use a third-party ad server to present video through one of the following formats: 300 x 250, 728 x 90 or 160 x 600.**

Since video ads are DHTML ads, they can only be served via a third-party; for example MediaMind, Doubleclick Motif or Atlas.

## Broadband specifications

Users with a broadband connection will receive a video ad with the following specs:

- GIF file (40 KB)—served to users into the ad space who do not have the latest Adobe Flash plugin.
- Default Flash (40 KB)—this is a standard Flash movie that is served into the webpage's ad space.
- Rich Flash (up to 1 MB)—this is a heavier Flash file that loads politely after the page has fully downloaded. When it has fully loaded it replaces the default Flash file.

## Narrowband specifications

- GIF file (40 KB)—served to users into the ad space who do not have the latest Adobe Flash plugin.
- Default Flash (40 KB)—this is a standard Flash movie that is served into the webpage's ad space.

## General specifications

- Dimensions (in pixels): 300 (w) x 250 (h); 728 (w) x 90 (h); 160 (w) x 600 (h).
- Must contain controls for the user to start, stop or pause the video animation.
- Sound must be click-initiated; and when the ad begins playing, the sound should be off.
- An on/off sound button must be included so that the user has complete control over the ad's audio.
- The third-party needs to perform browser detection and serve the video version to IE browsers and a non-video version to all other browsers.
- Video plays automatically in the first instance. For the second and subsequent appearances, the non-video Flash ad appears with a call to action for the user to then load and play the video. The call to action can be a roll over or click.