

ONLINE ADVERTISING SPECS

Enthusiast Sites

// 2012 DIGITAL SELLSHEET //

! Please make sure all ads adhere to the checklist below or they will need to be re-submitted:

- Ads submitted cannot exceed a file size of 50kb.
- Ads submitted cannot loop more than 3 loops (15 seconds per loop).

2011 ONLINE ADVERTISING SPECS STANDARD UNITS:

- Ad sizes: 160x600, 300x250, 728x90, 160x175, 250x90.
- Max file size:
 - 160x600, 300x250, 728x90: 50kb.
 - 160x175 & 250x90: 15kb.
 - 250x90 cannot be animated.
- File Types: JPG, GIF, Flash, HTML.
- Max Loops: 3 Loops (15 seconds per loop).
- Flash versions accepted: 8 or below.
- Notes for Flash creatives:
 - For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have the exported SWF to us. Back-up GIFs should be supplied with the SWF files and be under 50Kb in file size.
- Click Tag for Flash (case sensitive):


```
on (release) {
  getURL (_level0.clickTag,"_blank");
}
```

Please contact traffic@sorc.com with any questions or concerns.

2011 ONLINE ADVERTISING SPECS RICH MEDIA UNITS:

- We accept all DART-supported forms of rich media including the following: Eyeblaster, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.
- Expandable size max (click to expand):

INITIAL SIZE	EXPANDED SIZE	DIRECTION OF EXPANSION
160x600	320x600	Left for Home Page, Right for other pages
300x250	450x250	Left
728x90 (top)	728x180	Downward
728x90 (bottom)	728x180	Upwards
160x175	280x175	Left
- Close method: click or roll off.
- Pinning: We allow pinning, there must be a prominent "close" button.
- Initial file size: 50kb.
- Maximum file size expanded state: 100kb.
- Close button: required.
- Initial animation: 15 seconds.
- Max loops: 3 loops (15 seconds/loop).
- Video: Non-user initiated.
- Audio: User-initiated.
- Max video/audio length: 15 seconds.
- Audio/Video buttons required: Play, Stop, Pause, Mute, Restart.

