

# RICH MEDIA SPECIFICATIONS

## Rich Media Advertising

// 2012 DIGITAL SELLSHEET //

### 2011 ONLINE ADVERTISING RICH MEDIA SPECS:

- Ad sizes: 160x600, 160x175, 300x250, 728x90.
- Expandable size max (click to expand):

INITIAL SIZE	EXPANDED SIZE	DIRECTION OF EXPANSION
160x600	320x600	In-Market: Left
160x600	320x600	Enth: Left for Home Page Right for other pages
300x250	450x250	In-Market: Left
300x250	450x250	Enth: Left
728x90 (top)	728x180	Downward
728x90 (bottom)	728x180	Upwards
160x175	280x175	Left

- 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
- Audio: user-initiated
- Max video/audio length: 15 seconds
- Audio/video buttons required: Play, Stop, Pause, Mute, Restart
- Flash version accepted: 8 or below

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

- We accept all DART-supported forms of rich media including the following: Eyeblaster, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

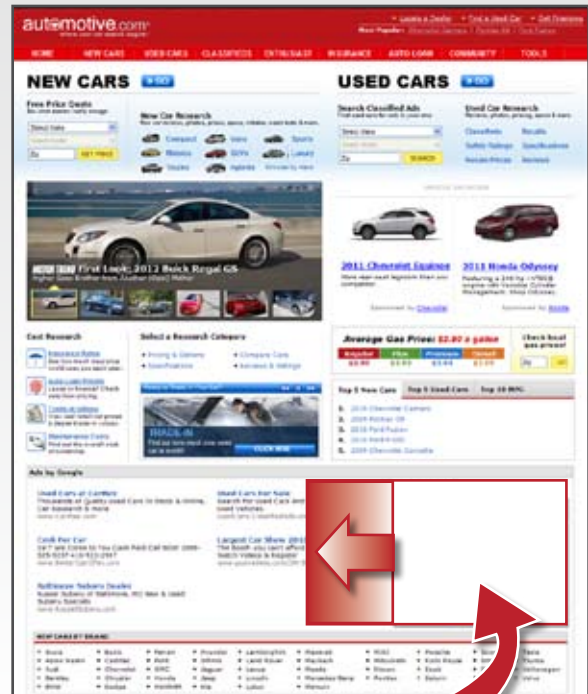
• Send all assets to [traffic@sorc.com](mailto:traffic@sorc.com).

### VIDEO AD SPECS:

- Client to provide a finalized ready-to-view video ad.
- Video ad length: 15 seconds max
- Acceptable 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 supply 1x1 impression trackers and click trackers (redirect URL).

### AD OPERATIONS FTP:

Host: <ftp://adopsguest@ftp2.automotive.com>  
 Username: adopsguest  
 Password: GuestAd0p5



300x250 video ad unit expands to 450x250



160x600 ad unit expands to max size 320x600 to the right on click

728x90 ad unit expands to 728x180