

EXPANDABLE HALF PAGE

Product Code: PD032

Standard

Initial WxH	Full Expanded WxH	Flash File Weight	Third Party Served File Types
300 x 600	500 x 600	80k	SWF, HTML, DHTML, Javascript/jscript

Additional

Click-thru URL Limit	Animation	Alt Text Limit
255 characters	Unlimited loops within 15 seconds	Maximum up to 65 characters

Video	Audio
Allowed in the panel portion Format: True Streaming. Progressive download available on click only Length: 30 seconds max File Size: 2.2 megs Video must include: Play, Pause, Mute (volume control to zero (0) output may be included instead of or in addition to Mute control)	Audio must be user initiated (on click: mute/ un-mute); default state is muted. On click OR mouse-over. If on mouse-over, there MUST be a 1 second delay. The audio MUST stop when the banner is moused -off. Length: 30 seconds maximum on audio served in conjunction with a video stream. Audio served independent of a video stream may be 15 or 30 seconds.

Rich Media(Flash) Creative Specifications

All FLASH banners require a clickTAG. For ALL Flash banners a click TAG command on the button layer is required as shown below:

On (release) { GetURL (clickTAG, "_blank"); }

- The clickTAG button should be on the topmost layer.
- The click-through URL should NOT be embedded in the flash creative.
- Flash creative with Flash version 6 only.
- Frame rate should not exceed 18 frames per second, 12 frames per second is preferred.
- If the browser does not support Flash 6.0 and above, the alternate image will be served.
- Backup GIF/JPEG creative is MANDATORY.

Rich Media Creative Specifications

- 300 x 600 expands to 500 x 600
- Creative weight should not exceed 80k
- Should expand left of the Half Page.
- Expandable Hotspot not to exceed 1/4 size of original ad (collapsed size). Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.
- Should resolve back to 300 x 600. Control = "Close X" on expanded panel and "Expand" on collapsed panel. Retract Feature=Either Click to close/expand or Enable Mouse-Off Retraction.
- Expandable creative should have z-index set between 1000 and 4999.

Overall Creative Specifications

- Animation is limited to first 15 seconds, looping is unlimited within 15 seconds. Avoid experiences that 'break-through' the page or abuse the content.
- Creative must feature a 1 pixel border in black or grey font color recommended, though any color that clearly distinguishes the ad from the content may be used.
- Ad creative cannot launch any popup/popunder/floater when served.
- The click through URL must open in a new browser window.

Website Placement

- The expandable half page AD unit will run on the 123greetings.com Category Homepages ONLY.