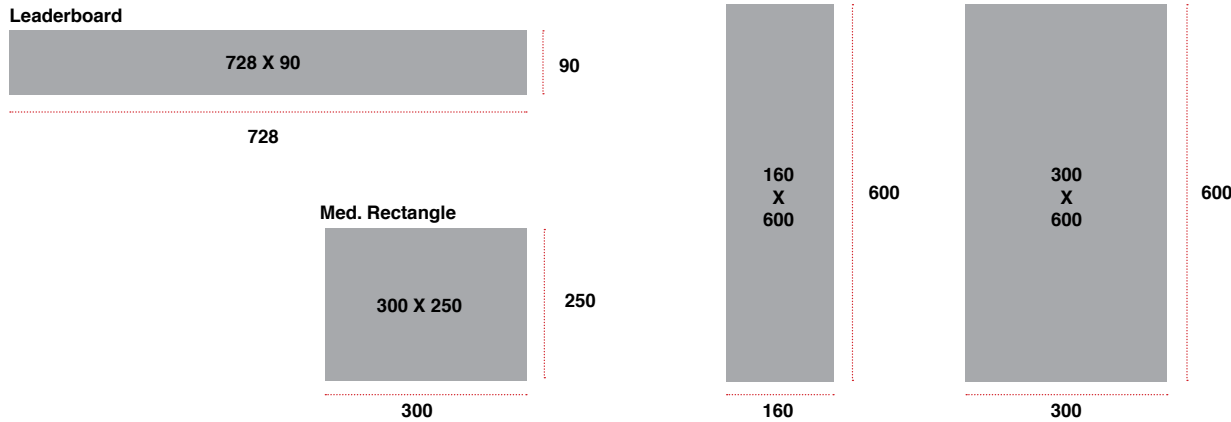
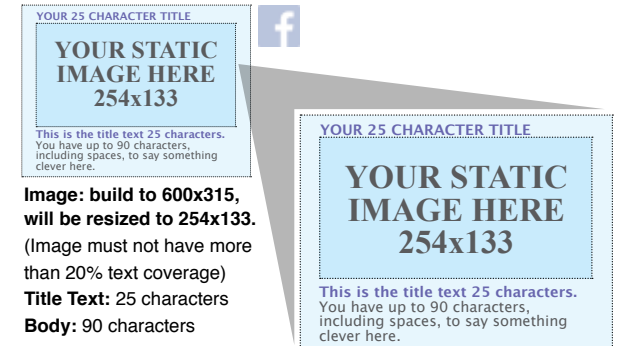


## SPECIFICATIONS



## FACEBOOK



**YOUR 25 CHARACTER TITLE**  
YOUR STATIC IMAGE HERE  
254x133

This is the title text 25 characters. You have up to 90 characters, including spaces, to say something clever here.

**Image: built to 600x315, will be resized to 254x133.**  
(Image must not have more than 20% text coverage)

**Title Text:** 25 characters  
**Body:** 90 characters

This is the title text 25 characters. You have up to 90 characters, including spaces, to say something clever here.

For bulk uploader and additional Facebook details, please visit:  
<http://support.digitalthrottle.com/forums/22070077-Facebook-Ads>

## STANDARD GIF / PNG / JPEG / FLASH

	Dimensions	Max File Size GIF / JPEG	Animated GIF
Leader board	728 x 90	40K	3 Loop max 15 secs max animation No flashing or strobing
Med. Rectangle	300 x 250	40K	
Wide Skyscraper	160 x 600	40K	
Mega Wide Sky Scraper	300 x 600	40K	

## FLASH PROPERTIES

Max File Size Flash	Version
40K	Flash 8 or newer
40K	<b>Language</b> <b>Action Script 2.0 EXAMPLE:</b> On (release) {GetURL{clicktag, "_blank"};}
40K	<b>Action Script 3.0 EXAMPLE:</b> public var _url:String; function frame1() {this._url=""; if (LoaderInfo(root.loaderinfo).parameter.clicktag;} return;} public function handleMouse(param1:MouseEvent) : void { navigateToURL(newURLRequest(newURLRequest(this._url)," blank");return;}
40K	<b>Frames Additional</b> 18 frames per second (FPS) Back-up GIF or JPEG Required

## RICH MEDIA - EXPANDABLES (AVAILABLE ON LIMITED SITES ONLY)

	Initial Dimensions	Animation	Initial Max File Size	Expanded Dimensions	Panel Expansion	Final Max File Size
Leader board	728 x 90	3 loop max	40K	728 x 270	Down	100k
Rectangle	300 x 250	15 seconds max animation Click to expand	40K	500 x 250	Left / Right	100k
Wide Skyscraper	160 x 600	User Initiated Audio	40K	300 x 600	Left / Right	100k

## THIRD PARTY

<b>Digital Throttle Supports Most third-party ad servers and accepts iFrame and JavaScript Tags,</b>	• AppNexus	• Double Click	• MediaMind	• Point Roll
	• Atlas	• Eyewonder	• Mediaplex	• Spongecell
	• Datalogix	• Interpolis	• Nexac	• Tumri

## ADVERTISING ICON

Ad Marker Container Dimensions	Size	Design	Placement	Application
77 x 15 px	77 px	Rounded lower left corner of creative	Top right corner of creative	77 px 77 px <a href="#">Ad Choices</a> 77 px

## REMARKETING PRIVACY POLICY

We required a visible privacy policy on advertisers site.  
See <http://support.digitalthrottle.com/forums/21885648-Remarketing>.

### Companion Banner Ad

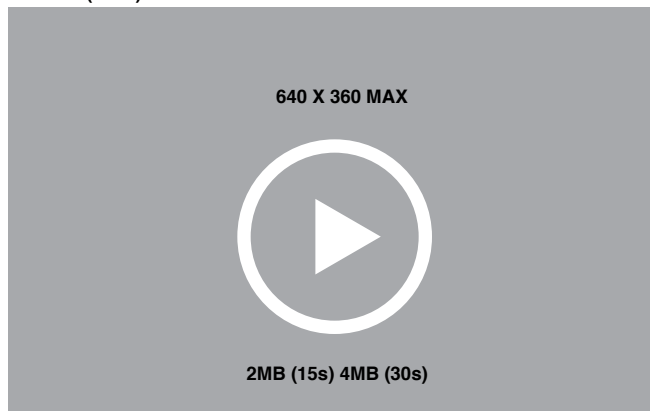


### Companion Banner Ad



• Limited supply of :30s impressions. Please use :15s

### MEPG-4 (.MP4)



### IN-BANNER VIDEO

	Dimensions	Max File Size	Animation
In-Banner	300 x 250	Maximum initial load: 40K Polite file size: 60K for Flash; 500K / low bandwidth and 1MB / high bandwidth for video	<ul style="list-style-type: none"> <li>• Audio and video :length: 15 seconds recommended (30 maximum)</li> <li>• Cannot exceed 24 frames per second</li> <li>• May Auto- Start but only muted &amp; max 15 seconds</li> <li>• Cannot have constantly animating elements</li> <li>• User must click to initiate streaming video</li> <li>• Audio must be user initiated with standard controls ( e.g. play, pause, audio, mute and stop)</li> <li>• Start, stop and mute buttons are required</li> </ul>

### HOSTED PRE-ROLL VIDEO

	Compression	Aspect Ratio	Frame Rate	Depth	Key Frames	Optimal Resolution	Audio	Max file size
MPEG-4	H.264	16:9	24FPS	Millions of Colors	640 X 360	<ul style="list-style-type: none"> <li>• Format:AAC</li> <li>• Sample Rate: 48,00khz</li> <li>• Sample Size: 16-bit</li> <li>• Channels: Stereo (L,R)</li> </ul>		2 MB - 15 sec 4 MB - 30 sec

### THIRD-PARTY VAST 2.0 TAGS ACCEPTED

<b>Digital Throttle supports most third-party ad servers and accepts VAST 2.0 tags. VPAID possible but needs to be tested</b>	<ul style="list-style-type: none"> <li>• AppNexus</li> <li>• Atlas</li> <li>• Double Click</li> <li>• EyeView</li> </ul>	<ul style="list-style-type: none"> <li>• Eye Wonder</li> <li>• Innovid</li> <li>• Mixpo</li> </ul>	<ul style="list-style-type: none"> <li>• Media Point</li> <li>• PointRoll</li> <li>• Spongecell</li> </ul>	<ul style="list-style-type: none"> <li>• Telemetry</li> <li>• VideoHub</li> <li>• Videology</li> </ul>
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### HOSTED PRE-ROLL COMPANION

	Dimensions	File Type	Max File Size
THIRD-PARTY COMPANION Provide iFrame URL for companion only	300 x 250	.gif, .jpeg, .swf or PNG	40K

### THIRD-PARTY TRACKING

Impression Tracking	Yes	Supply 1x1 tracking tag
Click Tracking	Yes	Supply STD Clicktag

### THIRD-PARTY EVENT TRACKING

If desired, provide separate tags to measure view-through qualities: 25%, 50%, 75%, 100%

Sites have final approval on skin designs. Please supply artwork no less than two (2) weeks prior to launch date.

## SIDE SKIN PROPERTIES [ STATIC ONLY - NO ANIMATION ]

	Dimensions	Max File Size GIF PNG / JPEG	Max File Size Flash
Skin	300 x 1050	80K	80K

## STATIC GIF / PNG / JPEG

Additional Details	
	Creative messaging should stay within the safe area of 160 x 700 pixels.
	Secondary Images & artwork and copy may extend beyond the safe area Provide a separate left and right 300x1050.
	Skins will scale @ max 10% larger @ 70% smaller to fit within PC screen dimensions.
	* Third party accepted: please provide a 1 x 1 and click tag. You may also supply "left" and "right" or one single set.

## DESIGN CONSIDERATIONS

### Safe & Bonus Areas

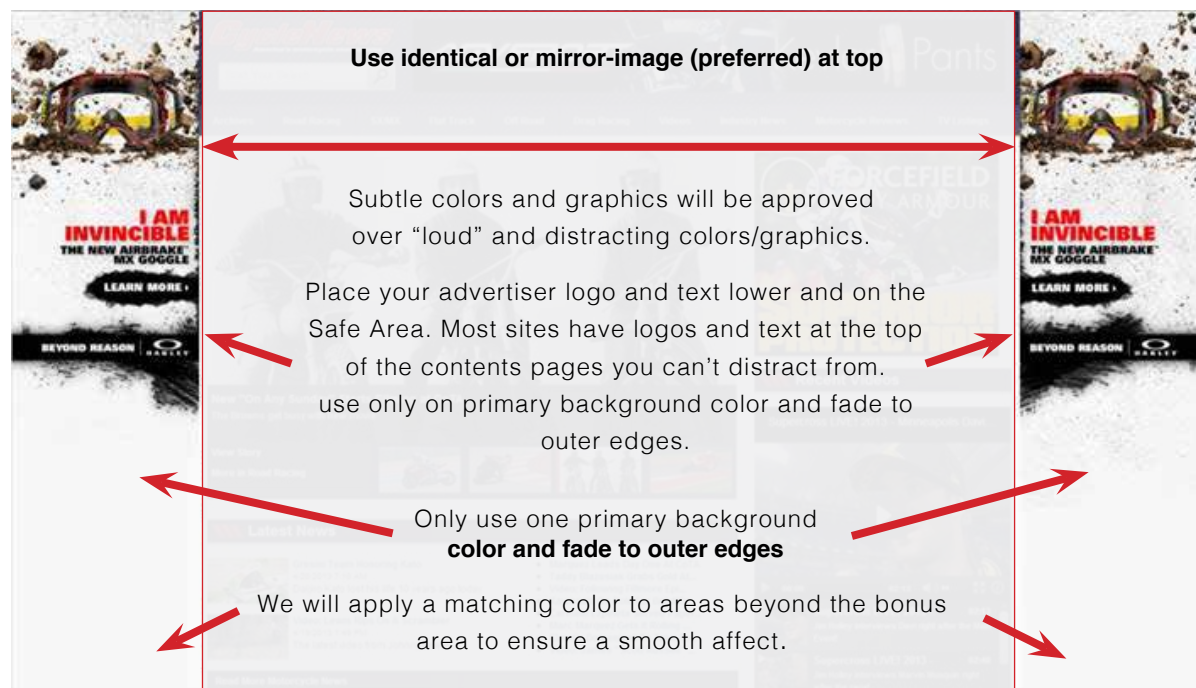
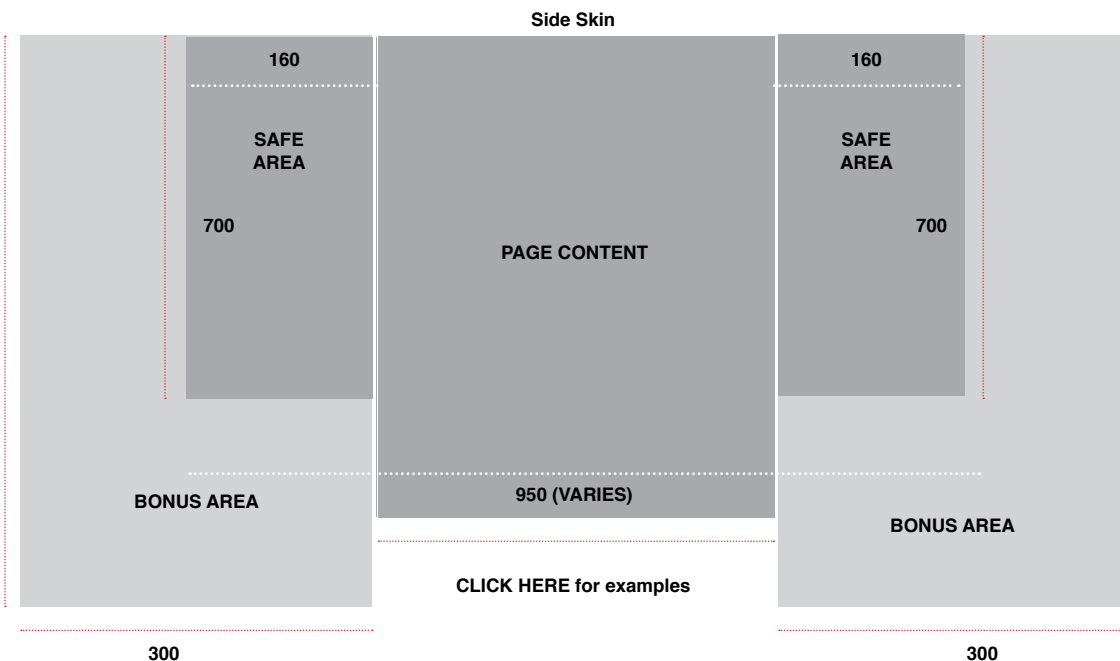
Our skins use the extra space on both sides of the page content to display full graphic skins. Skins are only displayed when a minimum monitor size of 1280 x 768 is detected. The actual screen resolution, minus the content is considered the "safe area" and where you should place your essential copy. The space seen on monitors larger than 1280 x 768 is the "bonus area" and should be used only for secondary imagery and text to enhance the look and feel of the primary safe area.

### Image

Use the same image (a mirror-image is preferred) must be used on the left and right skins. Be sure to index any text to right or left edge.

### Colors & Blending

Skins are NOT banners that need to stand out in a crowd. As such, use subtle colors and graphics. Note we will apply a matching background color beyond the Bonus Area to blend your design into the site. Please use only one background color and fade/blend to the outer edges.



## FLOATING FOOTER HIGH IMPACT ADS

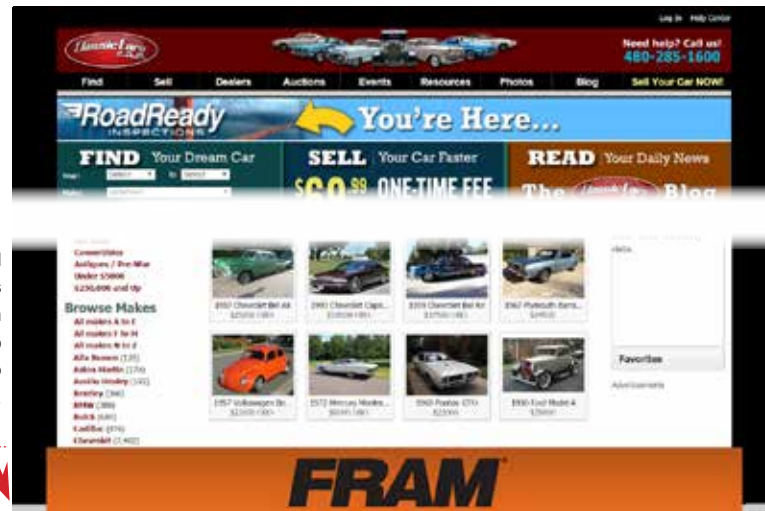
Dimensions	Max File Size GIF / JPEG	Expandable	Expand Direction	Max Expand
990x100 pixels	80K	990x550	UP	100k

## THIRD-PARTY TRACKING

Impression Tracking	Click Tracking	Third Party Ad Serving
Yes	Yes	Yes

## NOTES

- Animation: Yes, See specs on page 1
- Expansion: Yes, Click only & Obvious "[X] Close Button"
- Global Frequency Cap: Max 3 footer ads per day per site
- Alternative Size: May run 72x90, but not advisable



The grey-colored bar extends across the width of monitor to help call attention to your footer ad.

The user has the option of closing the footer ad here.

Ad stays fixed to the bottom of the site.

990

## GENERAL CUSTOMIZATION GUIDELINES

Custom Formats	Formal	Max File Size	Sub Load	Required Video Controls	Optional Video Controls	Tracking Information
	Source FLA Exported SWF (Flash 8, 9, 10)  ActionScript 3.0 enabled	100k	External 2 MB . FLV External 300K .SWF  Additional 900K permitted upon user-information	<ul style="list-style-type: none"> <li>• Play / Pause</li> <li>• Audio On / Off</li> <li>• Replay</li> </ul>	<ul style="list-style-type: none"> <li>• Rewind</li> <li>• Stop</li> <li>• Seek Bar</li> <li>• Full screen</li> </ul>	Click-Through URL(s) 3rd-Party Tracking tags (optional) <ul style="list-style-type: none"> <li>• Impressions</li> <li>• Clicks</li> <li>• Research</li> </ul>
PC Fonts	Sent as a separate ZIP file		Mac Fonts	Sent as a separate .sit file		

## FLASH PROPERTIES

Versions	Frames	Additional
Flash 8 or newer	18 frames per second (FPS)	Back-up GIF or JPEG

## SLIDER PROPERTIES

Custom Formats	Formal	Max File Size	Sub Load	Required Video Controls	Optional Video Controls	Tracking Information
	Source FLA Exported SWF (Flash 8, 9, 10)  ActionScript 3.0 enabled	100k	External 2 MB . FLV External 300K .SWF  Additional 900K permitted upon user-information	<ul style="list-style-type: none"> <li>• Play / Pause</li> <li>• Audio On / Off</li> <li>• Replay</li> </ul>	<ul style="list-style-type: none"> <li>• Rewind</li> <li>• Stop</li> <li>• Seek Bar</li> <li>• Fullscreen</li> </ul>	Click-Through URL(s) 3rd-Party Tracking tags (optional) <ul style="list-style-type: none"> <li>• Impressions</li> <li>• Clicks</li> <li>• Research</li> </ul>