

Material due: 3 business days prior to posting; Rich Media required 5 business days prior to posting

Send material to: brandi.mckenzie@penton.com

Penton Media uses DoubleClick DART for all of its ad serving.

1. **File Sizes and Looping** - File Size applies to direct upload/initial load only, not redirect or polite downloads. Polite downloads may be up to 100K after initial load. Looping and frames do not apply to Flash.
 - Max File Size = 39K
 - Max Frames = 4
 - Looping = 3 times
 - Animation length: 15 seconds

2. **Banner Formats:**

GIF, Animated GIF, JPEG, Flash and Rich Media (advertisements with which users can interact, as opposed to solely animation and excluding click-through functionality, in a web page format). Non-accepted formats: Java, Java Applet

 - a. **Flash** - The following guidelines must be observed. (Note: expanding ads are not acceptable as Macromedia Flash.)
 - i. Supply both the compiled swf file AND backup gif.
 - ii. A clickTag will need to be added to the code before the swf file is compiled in order for DART to track clicks.

Click Tracking with Flash – Advertisers/Agencies

For Flash Version 7.0+ Users

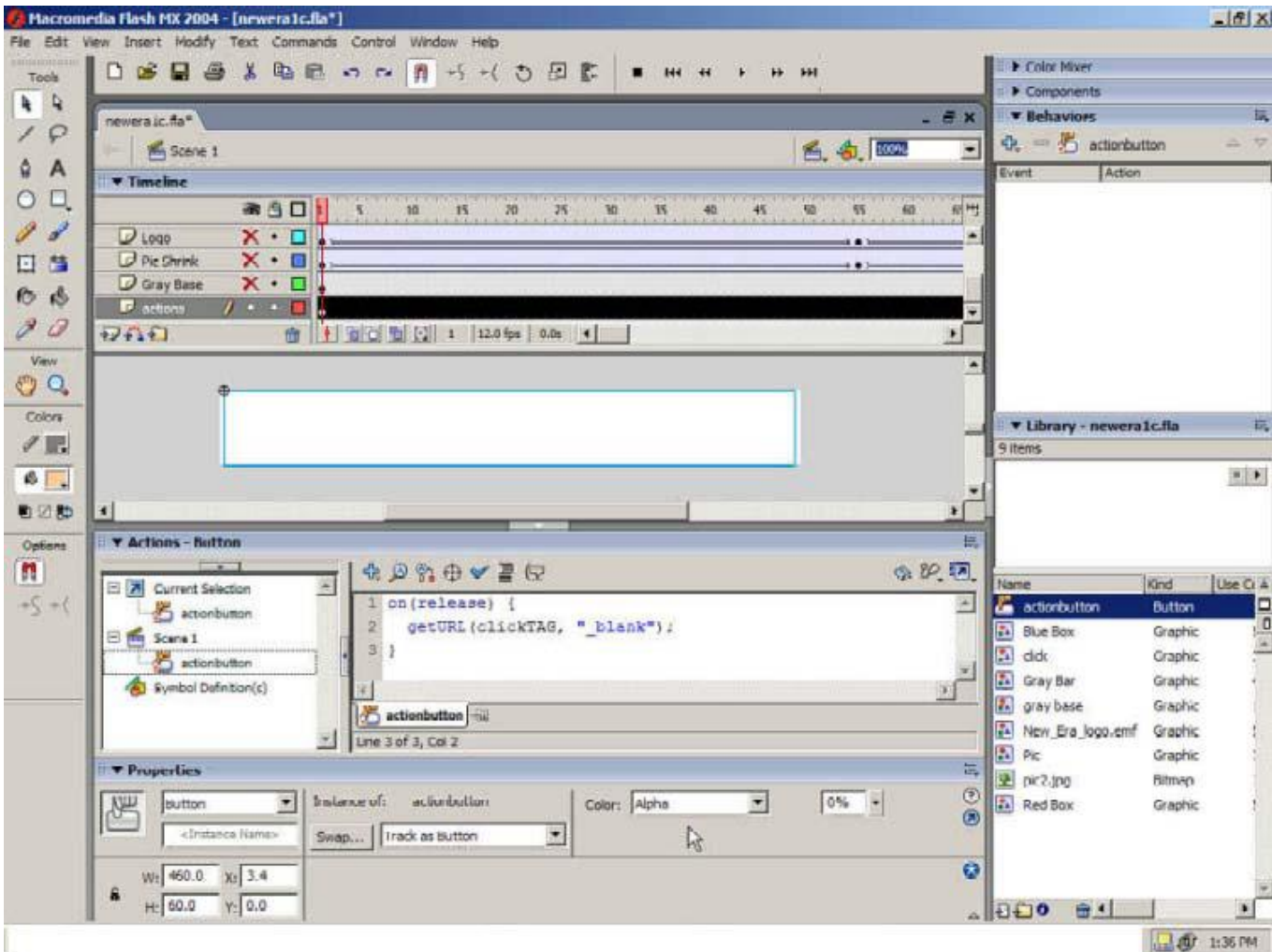
1. If you are using Flash version 7.0+, the appearance of your screen may differ. Please visit http://www.macromedia.com/resources/richmedia/tracking/designers_guide/ for reference.
2. The syntax for version 7.0+ is slightly different. Select the layer that contains your button. Open your Actions panel and copy and paste the code EXACTLY as follows (i.e. Do not modify the code):

```
on (release) { if ( _level0.clickTag.substr(0,5) == "http:") { getURL( _level0.clickTag, "_blank"); } }
```
3. Alternatively, some users find it helpful to place a button on a new layer at the very bottom of all other layers. If you choose this method, turn off all the other layers to isolate the button, associate the action with the button, and then manually paste the following clickTAG code into the actions window EXACTLY as shown (i.e. Do not modify the code):

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

4. Below is a screen-shot of this implementation page in Flash version 7.0

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- b. **HTML** – The following guidelines must be observed.
 - i. Penton Media utilizes Javascript ad tags on its pages. HTML banners must be constructed to work within these tags.
 - ii. HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to Penton Media. All component images must observe file size restriction and total combined file size of component images should not exceed maximum specified file sizes for the appropriate banner size.
 - iii. In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you **MUST** use the form method=get and NOT form method=post. Penton Media will then be able to track clicks on your banner, though we may not be able to track clicks to multiple URLs separately.
 - iv. <HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.

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c. **Rich Media – Automatic play or pre-expand are not allowed.**

Penton Media follows IAB Guidelines. For more specific details, please consult: [IAB's Rich Media Creative Guidelines](#). Allow 5 business days for testing.

- i. User-initiated expand/contract
- ii. Must have a visible close button
- iii. Audio must be user-initiated on click only
- iv. Expanded window not to exceed 2.5x the original dimensions.
- v. Direction of expanding banners:
- vi. 728x90 expands downward and 300x250 expands to the left
- vii. Must include a target=blank command that will launch a new browser

*** Rich Media creative must be hosted through a third party (see complete third party vendor list below). We only accept third party tags.**

d. **3rd Party Ad Serving** - Penton Media accepts Ad tags from the following DoubleClick certified vendors. (Note: Vendors may impose additional charges which may increase the cost of any campaign using their products.)

- FlashTalking
- Facilitate
- Atlas
- Eyewonder
- Mediaplex
- United Virtualities
- Unicast
- PointRoll
- Tangozebra
- Eyereturn
- ViewPoint
- AdRelief
- AdCamo
- DoubleClick DFA