

RICH MEDIA GUIDELINES

AD SIZE	RECOMMENDED FILE SIZE (FLASH)	ANIMATION	AUDIO INITIATION
120x90	10KB	UNLIMITED	USER INITIATED (ON CLICK)
728x90	30KB	UNLIMITED	USER INITIATED (ON CLICK)
300x250	30KB	UNLIMITED	USER INITIATED (ON CLICK)
160x600	30KB	UNLIMITED	USER INITIATED (ON CLICK)
300x600	40KB	UNLIMITED	USER INITIATED (ON CLICK)

PLEASE NOTE: MAX FILE SIZE FOR ANY AD UNIT IS **75KB**

FOR FLASH FILES PLEASE INCLUDE THE FOLLOWING:

- 1.) Please ensure you supply a backup GIF for us to play to users who are unable to see your flash file
- 2.) Please ensure wmode=**opaque**
- 3.) Please ensure you follow the below instructions regarding the **clickTag** function to enable us to count clicks.
- 4.) Please also ensure you supply us with the click through destination.
- 5.) Any click-able destination URL contained in the flash file should be replaced by **_root.clickTag**, followed by “_blank” so that the destination page opens in a new window.

For Example: getURL (<http://www.advertiserURL.com>, "_blank");

Replace With: getURL (**_root.clickTag**, "_blank");

The destination URL that has been replaced should be given to the Atlas Publisher Trafficking team and they will include it.

Notes

Movie clips are interchangeable components for buttons in Flash. Please make sure a button is used.
Lead time on all creative assets: 7 business days.

E-NEWSLETTERS & E-BLASTS

DAILY WIRE E-NEWSLETTER PLACEMENTS

Supply **180x150** AND **300x600** pixels either a JPEG or GIF file, 72dpi, along with a link to the desired website (click-thru URL).

Provide the copy within the image in plain text format.

DEDICATED E-MAIL BLAST (HTML)

A link to the HTML page they would like to send as an e-mail blast.

The images should be hosted on a server (not on the actual page) or can be hosted on our server.

All links from the HTML page should be updated.

Page should be under 20k.

For best viewing, keep the size of the page to 1.5 scrolling.

Provide a subject line of text.

Provide the copy within the HTML page; also in plain text format.

Embed flash pages can not be used in the e-mail blast.

DEDICATED E-MAIL BLAST (Image)

Supply either a JPEG or GIF file 600x700 pixels, 72dpi, along with a link to the desired website (click-thru URL).

Provide a subject line of text.

Provide the copy within the image in plain text format.

Before blasting, we will send a test e-mail for approval.

LEAD TIME: 7 Business Days