DIGITAL PRODUCTION REQUIREMENTS

ONLINE WEB ADVERTISING SPECIFICATIONS

ONLINE WEB ADVERTISING	PIXELS	WEIGHT
Leaderboard	728w x 90h	40k
Expanded Leaderboard	970w x 90h	40k
Billboard	970w x 250h	40k
Mobile Leaderboard	320w x 50h	40k
Island Ad Right Column	300w x 250h	40k
Half-page	300w x 600h	40k

SagaCity Media uses Google's ad serving platform, DFP Small Business. It supports the following creative file types:
   • Image: A basic image creative. Requires a .gif, .jpg, or .png file. CMYK color format is not supported for .jpg files.
   • Flash: A creative containing animation, sound, video, or interactive features. Requires a Flash (.swf) file.
   • Rich Media: A highly customizable, interactive creative that supports custom HTML and JavaScript snippets, as well as tags from a third-party ad server.

Other Info:
   • The files are light enough to be sent over email.
   • Every ad must click to a URL that client needs to provide.
   • It takes [3] business days to get a static or flash ad live.
   • Third party tags should be sent in a .txt file.

FLASH SPECIFICATIONS
   • Google DFP Small Business accepts files that have been created using Flash 10.1 or lower and Action Script 3.0
   • The IAB Ad Sizes Working Group recommends a maximum of 18 frames per second.
   • Please provide a back-up .jpg or .gif for each flash file.

Proper clickTAG implementation:

The clickTAG variable is an industry-standard method of tracking Flash creative clicks; it allows Google to register where an ad was displayed when it was clicked on. Problems with Flash creatives may result from an incorrect clickTAG implementation. Actionscript changes will need to be made by the flash developer who authored the original creative source.

Flash functionality:
   The advertiser, agency, or rich media vendor that creates the Flash ad should ensure the ad is fully functional. If you have additional questions that have not been answered above, please visit: http://www.iab.net/iab_products_and_industry_services/1421/1443/Rich_Media

To troubleshoot this implementation, make sure that:
   • The advertiser has inserted the clickTAG in the .fla file before converting it to the .swf file that is uploaded in DFP Small Business.
   • The clickTAG variable is properly implemented in the action of the button. In the `getURL()` function of the action, make sure to specify the clickthrough URL as `clickTAG` and the target window as "`_blank`". For example: `getURL(clickTAG,"_blank");`. If you enter the clickTAG variable name using incorrect casing (such as "clicktag" or "clickTag"), we will automatically try to correct to the proper casing ("clickTAG") when you upload the Flash file. We may not be able to fix all implementations, so it's important for you to verify that click tracking works by clicking on the creative during preview.
   • Depending on the structure of a Flash creative, it may be necessary to prepend `_root.` or `_level0.` to clickTAG, resulting in `_root.clickTAG` or `_level0.clickTAG`. The code below illustrates proper use of the clickTAG parameter.

```
on (release) {
if (clickTAG.substr(0,5) == "http:") {
getURL(clickTAG, "_blank");
}
}
```

   • The button associated with the ActionScript that contains the clickTAG is on the top-most layer through the timeline.
   • The button associated with the ActionScript that contains the clickTAG is extended throughout the entire frame and is applied to all existing frames.
   • You've specified the clickthrough URL within DFP Small Business.
   You may wish to review more detailed documentation for clickTAG implementations at: www.adobe.com/resources/richmedia/tracking/designers_guide

E-NEWSLETTER ADVERTISING SPECIFICATIONS

Client may furnish a simple URL tracking link with corresponding GIF/JPG artwork; but javascript or cache bursting is NOT allowed. CMYK color format is not supported for .jpg files.

NEWSLETTER ADVERTISING	PIXELS	WEIGHT
Horizontal Banner	415w x 100h	40k

iPHONE APP ADVERTISING SPECIFICATIONS

BEST RESTAURANTS APP
Seattle Met's app supports the following creative file types:
   • Image: A basic image creative. Requires a .gif, .jpg, or .png file. CMYK color format is not supported for .jpg files.

APP ADVERTISING	PIXELS	WEIGHT
Leaderboard	320w x 50h	5k

SeattleMet
SEATTLEMET.COM

RICH MEDIA OPPORTUNITIES

RICH MEDIA TYPE	PIXELS	WEIGHT
Wallpaper	1920w x 1080h	200k

SPECIFICATIONS:
• Submit a basic image creative. Requires a static .gif, .jpg, or .png file. CMYK color format is not supported for .jpg files.
• The center 1088 pixels of the image must be left blank to allow for website content.
• Text-safe Area (140w x 700h). This will be visible on small desktop screens.
• Art-safe Area. This will be visible on larger desktop screens to varying degrees.
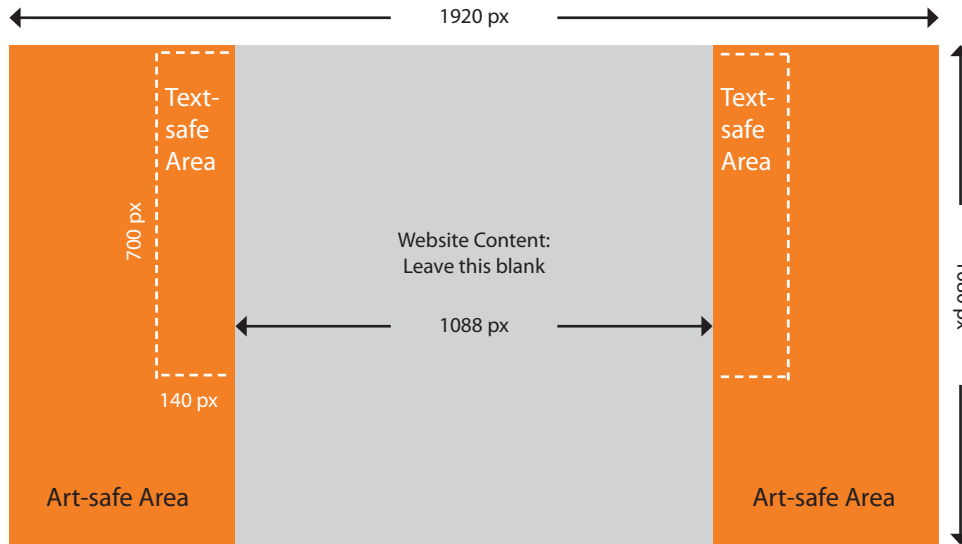
RICH MEDIA TYPE	PIXELS	WEIGHT
Peelback	485w x 485h	100k

SPECIFICATIONS:
• Submit a basic image creative. Requires a static .gif, .jpg, or .png file. CMYK color format is not supported for .jpg files.
• The image should be traingular in shape with the top right half of the square containing all messaging.