

SPECS

Accepted Standard Creative Types

- GIF
- HTML Banners
- JPEG
- Image Map
- FLASH (up to 30 sec)
- JavaScript

Accepted Rich Media Types

- PointRoll

Third Party Served Ads

In instances where third party ads rotate multiple creatives through one line of code, *Milwaukee Magazine* must approve each creative 48 hours prior to implementation to ensure it conforms to site standards.

Milwaukee Magazine reserves the right to pull third party served ads that are not rendering or rendering slowly.

Ad Format/Creative Types

- No deceptive creative tactics. These include ads simulating computer system warning dialog boxes that lead the viewer to believe their computer, our server or the system is experiencing technical difficulties or that they need to click on the box (ad) to eliminate the message from their screen.
- If third party served, Flash creative must sniff for the plug-in, and if not present, serve a GIF.
- Ads must not modify any elements of a user's browser or computer settings.
- Ads must not resemble *Milwaukee Magazine*'s editorial content (exact or close replica). Ads must not include references to *Milwaukee Magazine* unless part of previously arranged co-promotions.

Rich Media

Milwaukee Magazine supports rich media advertising (see above for approved rich media.) All rich media must be tested and approved before posting. We reserve the right to refuse any rich media that does not meet our standards or function properly. We are not responsible for fixing any coding problems with faulty ads. We requires a minimum of 5 business days to test media.

As a general rule-of-thumb: any interaction with an ad must be user-initiated. For example, ads can only utilize audio on user click (not mouse-over) and should the user click to hear audio, an obvious "Off" button must be available. Also, an ad may not cover any *Milwaukee Magazine* content unless the ad is user initiated.

Flash

Flash creatives must be delivered as .swf Flash Player files. Flash ads must include click Tag tracking that contains the following action script:

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

For further instructions, please go to: <http://www.adobe.com/resources/richmedia/tracking/>

General Guidelines

- Border: If ads are on a white background, they must include a black, encasing one pixel rule.
- Duration: 30 seconds
- Rotation: Site-served ads must have no more than 5 creatives per ad size, per order.
- Alternate Gifs: Animated GIFs must be provided for all Flash creatives.
- Alternate Text: Cannot exceed 50 characters.
- Sound: The use of audio stream must be initiated by click only. If deemed too distracting, *Milwaukee Magazine* reserves the right to ask that the advertiser remove them. Use of audio in the initial download must include an option for turning off audio. This option must be clearly labeled in the creative.
- Third Party Serving: *Milwaukee Magazine* allows third party serving of creative within IFrameTags. 4th party serving of creative is not allowed.
- Testing: Creative must be delivered 72 hours prior to launch for testing and Q&A. All creative must function uniformly on both Mac and PC platforms, as well as multiple browser versions of Netscape and internet Explorer. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.

Files Sizes and Character Counts

DISPLAY ADS

- 160x600 - 25k max
- 728x90 - 25k max
- 300x250 - 25k max

**PLEASE EMAIL ALL CREATIVE TO YOUR
SALES REPRESENTATIVE**

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