



## Technical Ad Specifications

Creative must be received at least 7 business days before scheduled start date. In the case of Rich Media, creative must be received 10 days prior to the start date.

All ads specs adhere to IAB standards. We will accept ads in most formats, including GIF, JPG, animated GIF, Flash, and Shockwave. Third party ads will be accepted when served from acceptable systems. All JPG or GIF banners, created by MCC Magazines Interactive, will be three frames or less with a maximum file size of 35K. A charge of \$125 may be applied for non flash creative creation and a charge of \$250 may be charged for Flash ad creation. See your sales executive for exact details on creative creation charges.

**LEADERBOARD BANNER AD** (728w X 90 pixels tall) Two Horizontal ads on the top and middle or top and bottom of the page depending on site. Non-rich Media: 35K; Rich Media: Up to 70K load\*. 20 loop maximum. Audio must start muted.

**SKYSCRAPER BANNER AD** (160w X 600 pixels tall) One Vertical ad on the right or left side of the page depending on site. Non-rich Media: 35K; Rich Media: 70K total load\*. 20 loop maximum. Audio must start muted.

**VERTICAL BANNER AD** (120w X 240 pixels tall) One Vertical ad on the right of the page, below SKYSCRAPER and above FEATURED SPONSOR ads. Non-rich Media: 15K; Rich Media: 20K total load\*. 20 loop maximum. Audio must start muted.

**NOTE:** Only [HorseCity.com](http://HorseCity.com).

**FEATURED SPONSOR AD** (120w X 60 pixels tall) One of six buttons on the right of the page depending on site. Non-rich Media: 15K; Rich Media: 20K total load\*. 20 loop maximum. Audio must start muted.

**NOTE:** Only [HorseCity.com](http://HorseCity.com).

**FEATURED PARTNER AD** (250w X 80 pixels tall) One of four buttons on the right side of the page. Non-rich Media: 15K; Rich Media: 25K total load\*. 20 loop maximum. Audio must start muted.

**NOTE:** Only [BarrelHorseNews.com](http://BarrelHorseNews.com).

**BOX AD** (250w X 250 pixels tall) One button on the right side of the page. Non-rich Media: 15K; Rich Media: 30K total load\*. 20 loop maximum. Audio must start muted.

**NOTE:** Only [QuarterHorseNews.com](http://QuarterHorseNews.com) and [BarrelHorseNews.com](http://BarrelHorseNews.com).

**PRE-ROLL VIDEO FLASH ADS** (480w X 360 pixels tall) These are flash ads that run before a video clip is viewed on the site. These ads may not exceed 30 seconds in length. Recommended length is 15 seconds. Video can be submitted as a \*.flv file or \*.qt file. Or, creative may be submitted on Beta SP, DVcam, Mini-DV or DVD. **NOTE:** Only available to those sites that have a video section.

**POP UNDER ADS** (300w X 300 pixels tall) Appear under the main page once the browser is closed. Non-rich Media: 45K; Rich Media: Up to 80k total Load\*. 20 loop maximum.

**STAND ALONE E-MAIL PUSH** (600w X 800 pixels tall maximum) GIF image or HTML preferred. File size up to 50K maximum. *If we need to create send: logo, 1-3 images, 50-75 words of text and the URL.*

### **SPECIALIZED E-MAIL NEWSLETTERS**

**HorseCity:** (200w X 395 pixels tall) GIF or JPG image and URL. File size up to 35K.

**Western Horseman:** (160w X 325 pixels tall) GIF or JPG image and URL. File size up to 35K.

**Quarter Horse News:** (200w X 200 pixels tall) GIF or JPG image and URL. File size up to 35K.

**American Angler:** (180w X 485 pixels tall) GIF or JPG image and URL. File size up to 35K.

*If we need to create send: logo, one image, 25-50 words of text and the URL.*

### **\*IMPORTANT RICH MEDIA INFORMATION**

- Rich Media ads can run on every page throughout the site with the exception of email products.
- **You must supply the compiled .swf file. See instructions on how to prepare .swf source below.**
- Do not rely on setting the background in the movie properties, please create a bottom layer of the color desired for the background.
- **All ads with white or light-colored backgrounds must have a black border edge at least one pixel wide.**
- **A static back up GIF image must be sent with the .swf file to be served to browsers that do not have a compatible Flash Plug-In.**
- **Embedded (or other) audio in Rich Media files must start with muted audio.**

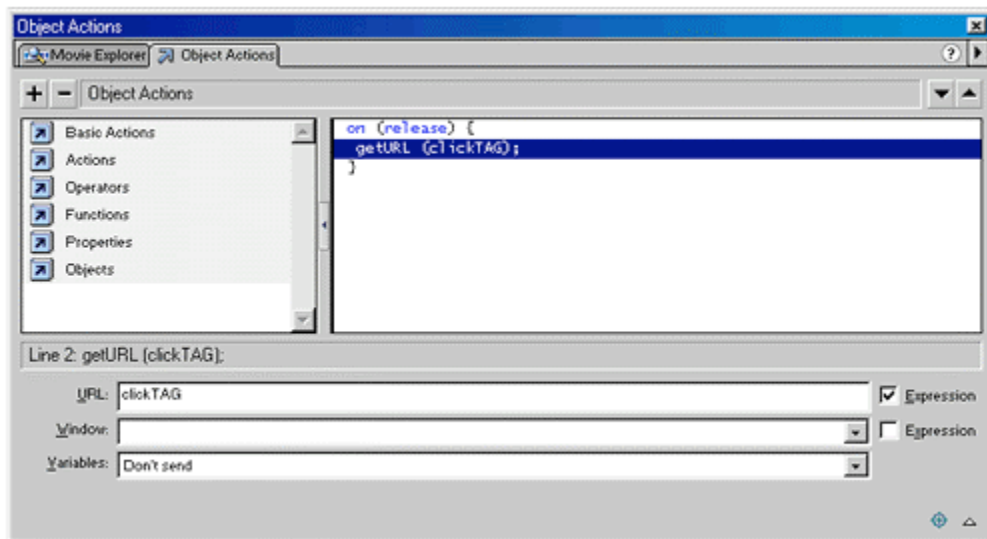
- NO auto expanding banners that enlarge or expand when the user moves their cursor over it. All expanding ads must be clicked to expand.
- Some Rich Media types can only be viewed in specific browsers. MCC Magazines Interactive is not responsible for users browser options or availability.

## Flash - Prepare Swf Source

The first necessary requirement for modifying a flash ad is that the underlying source file, the Swf file which is a compiled file from an original Flash authored file, must be prepared to receive click-through parameters.

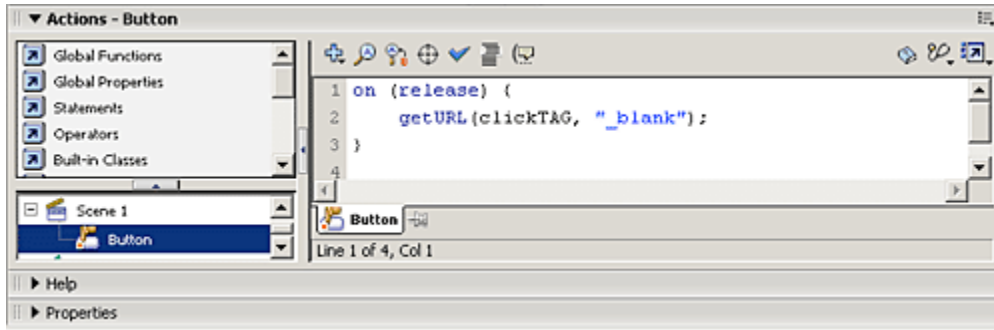
Actionscript changes will need to be made by the flash developer who authored the original creative source. The following instructions are simple steps for Flash version 6 & 7 that the developer will understand how to implement. Specific instructions for Flash version 8 will be coming soon in a future update.

### Flash MX / Version 6



1. A clickable flash object such as a button or hitarea in the flash movie clip will require some actionscript attached to it.
2. Associate the on(release) event with that object.
3. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
4. Place the 'getURL(clickTAG);' actionscript as the instructions. The flash ad code generated will be programmed to pass in the 'clickTAG' as a parameter to that flash ad upon which clicking on the ad will direct the user to the click through Url value found in the clickTAG.
5. Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

**Version 7 / Version 8 / Version 9** (The latest flash player will understand previous flash version actionscript.)



1. Instructions for Version 7/ Version 8/ Version 9 are nearly identical to the Version 6 instructions. The next few items detail the subtle differences.
2. Instead of the 'getURL(clickTAG);' as the actionscript, for Version 7/Version 8/Version 9 it will be generally 'getURL(clickTAG,"\_blank");'  
**Button Code:**

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

**MovieClip Code:**

```
on(release){
getURL(this._parent.clickTAG,"_blank");
}
```
3. The extra parameter for the getURL function determines the target window for the redirected content. "\_blank" will generate a new browser window.