



Standard Advertising Specs

Last Updated: 3/25/2008

Ad Unit Size	Maximum File Size	Looping/Animation	Format	Special Instructions	Additional Instructions	Frames Per Second (flash only)	Lead Time
728x90	20k (30k for Flash)	3 times, 15 seconds	HTML, gif, jpeg, swf,	audio and/or video must be user initiated	Flash Unit Timing (initial load time) 15 seconds, ALL ADS MUST CONTAIN A BORDER	18 fps	3-5 business days
468x60	20k (30k for Flash)	3 times, 15 seconds	HTML, gif, jpeg, swf,	audio and/or video must be user initiated	Flash Unit Timing (initial load time) 15 seconds, ALL ADS MUST CONTAIN A BORDER	18 fps	3-5 business days
120x600/160x600	20k (30k for Flash)	3 times, 15 seconds	HTML, gif, jpeg, swf,	audio and/or video must be user initiated	Flash Unit Timing (initial load time) 15 seconds, ALL ADS MUST CONTAIN A BORDER	18 fps	3-5 business days
300x250	20k (30k for Flash)	3 times, 15 seconds	HTML, gif, jpeg, swf,	audio and/or video must be user initiated	Flash Unit Timing (initial load time) 15 seconds, ALL ADS MUST CONTAIN A BORDER	18 fps	3-5 business days

Rich Media Advertising Specs

In Page Units	Maximum File Size	Looping/Animation	Audio Initiation	Special Instructions	Additional Instructions	Frames Per Second (flash only)	Lead Time
In-Page 728x90, 468x60, 120x600/160x600, 300x250	30k	15 seconds	User Initiated (on click)		Flash Unit Timing (initial load time) 15 seconds, ALL ADS MUST CONTAIN A BORDER	18 fps	5-7 business days
Expandable Ads 728x90, 468x60, 120x600/160x600, 300x250	40k	15 seconds	User Initiated (on click)	No Auto-Expanding ads allowed. All Expandable ads must have a clear indication where to roll over the banner in order to activate the expansion panel. The entire area of the creative cannot activate the expansion.	max expansion sizes:728x90 can expand to 728x300; 468x60 can expand to 468x250; 120x600 can expand to 300x600, 160x600 can expand to 400x600; 300x250 can expand to 500x500	18 fps	5-7 business days

[x+1] General Guidelines:

- [x+1] and its ad network partners support most industry-standard online advertising delivery mechanisms, including Flash. (Other Rich Media on a case by case basis)
- Ads should not be designed to blend in with the site (e.g. do not mimic editorial fonts or colors, etc.)
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Advanced frequency capping may require a third party.
- Sponsor of the advertising message must be clearly identified
- [x+1] reserves the right to decline any advertising (e.g. "alert" window ads, false computer messages, etc.)
- [x+1] reserves the right to ask for revisions or reject any advertising it deems, in its sole opinion, not in keeping with its standards.
- [x+1] reserves the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.
- x+1 reserves the right to reject any ad on behalf of, or which promotes x+1's competitors or products, services or activities contrary to x+1's competitive position or interests (e.g. ads which disparage the Internet as a medium)
- Advertiser's landing page must match the offer being made in the advertisement
- An ordinary person must be able to make an informed decision from the offers in the ad
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees or other assurances comply with applicable laws & regulations
- Ad unit and landing page must have detailed disclosures as appropriate; in particular, full terms and conditions of the offer must be easily accessible on landing page
- Banners may not "Flash" messages which overly distract the user.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.

Creative CANNOT:

- Use "bait and switch" tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Display false functionality - contain graphics that simulate interactivity where no such interactivity exists
- Resemble error messages or Windows/Mac/Unix dialogue boxes
- Prompt a download
- Mimic news headlines in design, tone, third person sentence structure, or topic

[x+1] Flash Guidelines:

- Animation stops after 15 seconds
- Has a backup image (gif/jpeg)
- Creative MUST contain an invisible button that covers the entire ad unit that contains the action script on (release) { getURL(clickTAG); }

[x+1] Rich Media Guidelines:

- With some exceptions, [x+1] primarily follows Internet Advertising Bureau (IAB) recommended Rich Media standards. Use of Rich Media requires that [x+1] has ample time to test client-submitted advertising products.
- We reserve the right to refuse any rich media that does not function properly in this testing environment.
- We are not responsible for fixing code that does not function properly or causes other problems.
- Creative must open a new browser window when clicking thru to another site.
- Advertising requiring the use of plug-ins like Flash and Shockwave must utilize "sniffer" code to detect if the user has the required plug-in and display an alternate image if the user does not have it. That alternate image (JPG/GIF) must also be included when submitting materials.
- Rich Media file sizes can be found on their respective vendors' product websites.

[x+1] html Guidelines:

- Code can not exceed 3K
- No more than 2 images
- Form tag in HTML code MUST include "get" in the method
- CGI's referenced in the HTML code MUST BE active

Audio/Video Guidelines:

- [x+1] follows IAB and accepted industry guidelines for non-assumed broadband connections.
- Any interaction with an ad MUST be user-initiated. For example, ads can only utilize audio or video on user click (or mouse cursor over for at least 3 seconds). The only exception to the user-initiation would be in content areas specifically designated as 'Broadband' Content, which is on a site-by-site basis.
- The use of streaming video may allow a file size up to 2MB, which must be politely downloaded.
- An obvious "Play" and "Stop" button must be available. "Volume and Replay" buttons are also highly recommended.

Subjective Content:

- astrology, horoscopes, psychic services or other related services,
 - creative MUST state that the service is for entertainment purposes only
 - creative CANNOT imply that there are scientific groundings to such services and/or promises of wealth or good fortune
- All ringtone/cell phone offers must disclose the details of the service, particularly when the offer requires a subscription
- Ads for promotions (contests, sweepstakes, special offers):
 - Creative CANNOT imply that the promotion is approved or endorsed by any government or quasi-government entity
 - MUST offer a fair opportunity for all entrants to win
 - Chance based promotions MUST clearly disclose that no purchase is necessary
 - CANNOT claim "everyone wins", or suggest that user was specially selected to receive a prize
 - CANNOT suggest that a payment by the winner is necessary to claim a prize (except for applicable taxes)
 - MAY NOT imply that the mere act of clicking a button is sufficient to win (e.g. "Win a car! Click here!")
- Ads for food products must comply with applicable laws & regulations regarding definitions/restrictions on food-related descriptive words

[x+1] Supports the following technologies:

HTML, Flash, EyeWonder, PointRoll, Eyeblaster, DART Motif