

# The Statesman

statesman.com | austin360.com

## Ad Creative General Guidelines

### Introduction

This document is a general reference guide for online advertising on the statesman.com family of websites and Yahoo! All advertising creative must perform acceptably on these sites and adhere to these guidelines.

For details regarding Yahoo! creative specifications, go to <http://adspecs.yahoo.com/index.php>. You will find the specifications governing rich media creative on statesman.com's sites, *Cox Newspapers Rich Media Specifications*, on the web at the following URL: [http://www.coxnetadstudio.com/docs/cni\\_richmedia\\_adspecs.pdf](http://www.coxnetadstudio.com/docs/cni_richmedia_adspecs.pdf).

The Austin American-Statesman reserves the right to:

- Refuse creative, all or in part, based on concerns over functionality and appropriateness. This includes, but is not limited to, CPU usage, file size, timing, or looping issues.
- Review or request changes to any advertisement scheduled for placement on its site(s).
- Review any advertisement to determine the appropriateness of the advertisement for its site(s); and
- Modify these guidelines at any time without notice.

### Advertiser Responsibilities:

- The advertising content must be clearly identifiable as an advertisement.
- The Advertiser must fulfill the advertised offer as stated in the advertisement, including without limitation, not altering any offer periods, product offers or prices that are stated in the advertisement unless Advertiser has obtained statesman.com's prior approval.
- Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialog boxes, error messages, or the like. Advertisements cannot resemble statesman.com's content.
- Advertisements cannot solicit or collect, or appear to solicit or collect, any personally identifiable information from statesman.com visitors without their knowledge.
- Advertisements cannot contain graphics that simulate interactivity (i.e. dropdown menus, search boxes etc.) without that functionality actually existing.

- Advertisements cannot mimic news headlines in design, tone, third person sentence structure, or topic.
- Ads must be branded with the name of the advertiser or company as part of the ad.
- Ads must have a distinct border to clearly identify where the page ends, and advertisement begins.

#### Ad Behavior

- Animation cannot exceed 15 seconds. It can begin again on mouse over, but must stop immediately on mouse off.
- Pop-ups are not accepted.
- You may have up to 65 characters of image alt text.
- 40KB download and up to 4 additional download streams upon user initiation are permitted. Each additional stream may not exceed 100KB.
- Ad creative cannot launch Windows when served.
- We accept third party vendor served ads however, testing must be done on all third party tags and rich media formats.
- Audio Events:
  - Must be user initiated. Sound on mouseover is allowed as long as the sound is delayed by at least a full second before starting. It must also stop when the user mouses off. All sounds are subject to approval by Publisher.
  - Must include a clearly labeled button or link to stop audio
  - Audio clips cannot loop
- Users must be able to return to statesman.com's site after clicking on an ad by clicking on the browser's back button or by closing a new window that is opened by the creative. Any destination URLs that result in a trap door effect (i.e. the user cannot return to statesman.com by clicking the browser's back button or the "Close Window" button), are not permitted.
- User clicks cannot launch stand-alone video/audio players or otherwise display content outside the standard browser window. User clicks on ad creative may not result in the launch of multiple browser windows.
- Frequency Caps for out-of-banner and floating ads is one ad every 24 hours per user. See Rich Media Ad Specifications regarding specific requirements for rich media (out-of-container) ads.

## Email

- Special Offer Emails MUST CONTAIN A SPECIAL OFFER. These emails are sent out on behalf of the Austin American-Statesman to individuals who specified an interest in receiving a “special offer” when they completed their statesman.com registration. In addition, the subject line of the statesman.com special offer email starts with “Special Offer,” and to comply with the CAN-SPAM Act of 2004 which prohibits deceptive subject lines, the subject line must contain the special offer that is provided in the email. Please provide us a pdf or a jpeg to use in creating the Special Offer Email. The dimensions of the email can be up to 600x800 pixels. The actual email will be sent out as a jpeg to keep the load time at a minimum.
- Ads in statesman.com’s email products like, *Daily Headlines*, *Best Bets*, *Breaking News Alerts*, etc., must be a .jpeg or .gif. Statesman.com does not insert Flash or Rich Media ads in these products.

## **Flash Guidelines**

- Statesman.com and Yahoo! currently accept up to Flash Player 8 but are backwards compatible to Flash Player 6. We strongly suggest, however, that ads are published in 8 or less for maximum compatibility.
- 40KB download and up to 4 additional download streams upon user initiation are permitted. Each additional stream may not exceed 100KB.
- A default image (JPG or GIF) must be provided along with the Flash file. The default will be served in case the user does not have flash installed. The kilobyte size for the static image should be the same as the kilobyte restriction for a normal image ad of the same size and shape.
- If you are submitting a completed flash banner, include a clickTAG (see below). The clickTAG expression is case sensitive and must have the letters “TAG” in all uppercase. We do not accept embedding of URLs because clicks can't be tracked on our end when a link is embedded into the flash. The clickTAG is all that is required on your end.
- Best Practice coding suggests putting all Actionscript on one layer and referring to the button in this manner:

In the .fla file, please add this line of code above the clickBtn function on the Flash ads:  
“var clickTAG:String”

so it will look like:

```
var clickTAG:String;
```

```
clickBtn.onRelease = function(){getURL(clickTAG, "_blank");}
```

The button movie has an “instance” name of clickBtn, and should be placed at the top of the main timeline with Alpha set at 0.

The Actionscript can also be placed directly on the button. In which case, the clickTAG is included in this manner:

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

These practices work if you have created your symbol as a button or a movie. If you created a button, the “hit” area within the symbol can contain the clickable area, and you don’t have to worry about the alpha level.

- The clickTAG expression must be associated with a button object and: on(release) {getURL(clickTAG,”\_blank”);} For timeline, the expression is: btnInstanceName.onRelease = function() {getURL(clickTAG,”\_blank”);}
- Please make sure to set the wMode for all standard flash ads to "wMode=opaque" (imbed and object flash).
- Frame rate may not exceed 18 frames per second. Banners that exceed 18 frames per second will not be accepted. 12 frames per second is recommended (EXCEPTION: Video Overlay & Take Over Ads Must be 30 fps).
- Do not publish in anything less than Flash Player 6. If the browser does not support Flash 6.0 and above, the alternate image will be served.
- Loading files from an external domain is not permitted for security reasons.
- For best results, we recommend having the button encompass the entire ad area throughout the entire timeline. Buttons must have the clickTAG expression (see below) in place of embedded URLs.
- All Flash ads must be accompanied by **both the SWF and FLA file** as well as an alternate image (GIF or JPG) of the same dimensions. Images must meet the file size specs for that ad size.
- Flash ads running via third party tags (in order to not interfere with other types of ads running on the site) must be set to opaque mode.
- All creative is subject to approval by statesman.com.

### Flash 6 Specifications

- The Flash 6 swf file can be published as compressed.
- Loading jpgs, wavs and mp3s are allowed and must follow the same rule as additional swf files of no more than 4 at 100KB each.
- The use of Shared Objects is not permitted.
- Accessing the user's microphone or WebCam is not permitted.
- Flash Player 6 is not accepted for Video Overlay and Take Over Ads.

### Flash 7 Specifications

- All Flash 6 specs apply to Flash 7 ads.
- Streaming video is allowed when using FLV streaming format. One ad may call no more than 4 videos, each being no more than 30 seconds in length at a maximum file size of 2.2 mb.
- The use of Clip board is not permitted.

### **Guidelines for submitting artwork**

What follows are formats for artwork submitted to the statesman.com graphics team for building an ad.

#### Preferred formats

- Adobe Acrobat PDF (.pdf)
- Adobe Photoshop Native (.psd). Text layers must be rendered.
- Adobe Illustrator Native (.ai). Fonts must be converted to paths.

#### Acceptable formats

- EPS: Fonts must be converted to paths.
- TIFF: (no LZW compression)
- PICT: Fonts must be converted to paths.
- JPEG: (quality=100%)
- GIF: (colors=256)

#### Unacceptable formats

- Quark
- Pagemaker
- MS Word, Excel, or Publisher
- InDesign

Email the artwork to your statesman.com account representative who will forward it to the Online Graphics team at the Statesman. If the files are large, we can provide you an ftp address. Ask your account representative.

## Ad Products

### Dimensions (pixels)

728x90	Leaderboard
160x600	Wide Skyscraper
300x250	Medium Rectangle
300x600	Half Page Ad
180x90	Promo Tile
180x60	Dog Ear
300x100	Homepage Tiles
120x90	Index Page Tiles
300x250	Post-It-Note
950x400 + Pencil Ad	Sliding Billboard
800x600 + 125x100	Corner Peelback

## Special Offer E-mails

Note: Special Offer E-mails MUST CONTAIN A SPECIAL OFFER.

### Description

Display Dimensions

File size

Approved File Formats - GIF, TIF, JPG

Resolution

Animation

Fonts

Submission deadline

### Requirements

max. 720x800, min. 640x480

150K maximum

PDF (with selectable text preferred)

Minimum 72 dpi

None Allowed

Truetype or PC compatible, any usage requirements should accompany the logo or piece of artwork.

5 business days before start date

### Notes:

We prefer to receive two versions of the creative: One in PDF format with the text still selectable (not rendered or flattened) and the fonts embedded in the file, and the second as a high-quality JPG. However, if you are unable to create a PDF with the text still selectable just send a high-quality JPG and separate text file.

Do not send Illustrator AI files or Photoshop PSDs unless you need statesman.com to make changes to your special offer e-mail.

Fonts for the bulk of the text in the mailing should be system standard fonts (Arial, Helvetica, Times New Roman, Times, or Georgia), we suggest Arial. More styled fonts are acceptable for very small sections of text (headers, etc.).