

SPORTS

Austin American-Statesman statesman.com



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where Austin goes to work



statesman.com

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NEWS BUSINESS SPORTS LIFE ML

Life & Style

STREET CAM

Jim Duran

Age-24 football player, at Anthony Park on Brazos St. Chased back a shirt from 11 jeans from St. Thomas, the People. Conversations in a restaurant on the river bank.

Statesman CLASSIFIEDS

Thursday, October 27, 2005

Austin American-Statesman statesman.com

find it here

1000	2000
3000	4000
5000	6000
7000	8000
9000	10000

sell it here

Print & Online Packages

For private individuals. Flat rates, additional lines extra. New items cannot be added after ad publishes.

Autos, Merchandise, Roommates, Personals

Auto Sure Sell

6 weeks, 3 lines, Auto Only, One Auto per Ad - \$60

3 lines, 3 weekends (Thurs - Sun) - \$47

3 lines, 14 consecutive days - \$36

3 lines, 7 consecutive days - \$22

CLASSIFIEDS
CARS

SOMETHING TO PROVE Kirk Bohls: Don't bet against a determined Vince Young in the Rose Bowl **SPORTS**

up like onghorns
a the room



GADGET GIFT GUIDE
What to get the geek on your list
TECH MONDAY



COWBOYS BEAT CHIEFS
SPORTS

Austin American-Statesman

10 AL 10 DE NOVIEMBRE DE 2005

¡ahora sí!

GRATIS

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collapse of Se government assembly that can win the sufficient 50 and pave it 8 to deep

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Argentina le pide cuentas a México

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Online Tech Specs 2007 Statesman.com

UPDATED 08/01/2007

Austin American-Statesman
statesman.com

Online Advertising Specifications - Abbreviated

This is an abbreviated version of our tech specs for banner advertising on statesman.com and the statesman.com family of websites. All advertising creative must adhere to these guidelines. The Statesman reserves the right to refuse creative, all or in part, based on concerns over functionality. This includes, but is not limited to, CPU usage, file size, timing, or looping issues.

General Guidelines

1. Ads must be branded with the name of the advertiser or company as part of the ad.
2. Animation limited to 3 “Loops.” If an animated .GIF has 3 frames of animation, it may play those three frames three times in a row, then stop on the last frame. Flash ads should be set to complete a cycle no more than 3 times..
3. Audio Events:
 - must be initiated by user click
 - must include a clearly labeled button or link to stop audio
 - audio clips cannot loop
4. Ad Creative animation time is limited to 5 seconds for all out-of-banner and floating ads. Where applicable, the “stop/play” or “close” button must be prominent and functional.
5. Frequency Caps for out-of-banner and floating ads is one ad every 24 hours per user.
6. Click-through URLs. After clicking on any ad unit, users must be able to return to Statesman.com’s site(s) 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.

Statesman.com-Created Banner Ads

Submitting artwork for ads to be created by statesman.com

- Preferred formats
 - o Adobe Acrobat PDF (.pdf)
 - o Adobe Photoshop Native (.psd). Text layers must be rendered.
 - o Adobe Illustrator Native (.ai) (max version 9). Fonts must be converted to paths.
- Acceptable formats
 - o EPS: Fonts must be converted to paths.
 - o TIFF: (no LZW compression)
 - o PICT: Fonts must be converted to paths.
 - o JPEG: (quality=100%)
 - o GIF: (colors=256)
- Unacceptable formats

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

Email the artwork to your statesman.com account representative who will forward it along to the Online Production Group at the Statesman.

Advertiser-Created Banner Ads

Ad Dimension		Max File Size
160x600	Wide Skyscraper	30KB
180x60	Dog Ear	20KB
180x90	Tile	20KB
300x250	Medium Rectangle	30KB
300x600	Half Page	40KB
336x850	Full Page Ad	50KB
728x90	Leader Board	30KB
950x400	Sliding Billboard	90KB

- 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.
- Audio must be one click away.
- If you are submitting a completed flash banner, include a clickTag (see below). We do not encourage 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.
- Please make sure to set the wMode for all standard flash ads to "wMode=opaque" (imbed and object flash).
- Adding a clickTag - a clickTag expression is required in the ActionScript button code in order to track ad performance. The clickTag is case sensitive.
- Best Practice coding suggests putting all Actionscript on one layer and referring to the button in this manner:

```
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.

- Have any animation stop after three loops.
- Publish html, swf, and gif or jpg backup files **and send us all three**. Include supporting fonts/images. The playhead must be sitting on the last frame of the movie, when you publish it, so that the final message will be published as the backup image.
- Let us know what version of Flash the ad is published in: 6, 7, or 8. We prefer 7. Please don’t publish in CS3 (Flash version 9) or ActionScript 3 at this time.
- Flash templates for 300x250 and 728x90 ads with proper Best Practice ActionScript for clickTags and looping are available upon request.

Special Offer E-mails

Note: Special Offer E-mails must contain a special offer.

<u>Description</u>	<u>Requirements</u>
Display Dimensions	max. 720x800, min. 640x480
File size	150K maximum
Approved File Formats - GIF, TIF, JPG	PDF (with selectable text preferred)
Resolution	Minimum 72 dpi
Animation	None Allowed
Fonts requirements	Truetype or PC compatible, any usage should accompany the logo or piece of artwork.
Submission deadline	10 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.).