



Online Advertising Mechanical Specifications

General Advertising Guidelines (for ALL advertising running with us)

- Each creative **must** be under 40k to be served (creative sent via tags have no file size limit)
- Prior to submission creative should be tested for stability across all browser platforms
- All creative is subject to approval by the publisher
- All creative is due to Inside Higher Ed **five business days prior to campaign start** to guarantee that the campaign will run as scheduled; otherwise the schedule will be pushed back accordingly.

Run of Site Banner Ads

- Ad sizes: 300x250 and 160x600 pixels for run of site advertising. Advertiser is **required** to submit creative at both sizes
- Accepted file formats: Macromedia Flash, GIF, JPEG or PNG
- Animations or loops must not run longer than 25 seconds and/or a total of three rotations, whichever comes first

E-mail Newsletters

- Creative for banner ads in any newsletter may only be GIF or JPEG format. We do not accept rich media for our e-mail newsletters (e-mail browsers often can't deliver rich media) so please do not send animated gifs, Flash or HTML ads.
 - **Daily News Update** – Banner size is 180x150 pixels
**Effective January 1, 2010, the Daily News Update banner size will be 300x250 pixels*
 - **Diversity Insider and Insider Update** – Banner size is 160x600 pixels

Specialty Index Page Ads

- Accepted file formats: Macromedia Flash, GIF, JPEG or PNG
- Banner size is 160x600 pixels

Article Tools Sponsorship Ads (print-this-page and e-mail this story to a friend page)

- Accepted file formats: Macromedia Flash, GIF, JPEG or PNG
- Banner size is 728x90 pixels

Rich Media Guidelines

- Default creative (in GIF/JPEG format) **must** be submitted with all rich media files
- Do not use HTML, BODY, and HEAD tags within the code
- Images should be hosted locally whenever possible. Nested tables are not recommended
- FORM tags should appear outside of TABLE tags
- Any interactivity, including expandable banners and streaming audio/video, should be user-initiated, unless otherwise approved
- Flash ads - Please follow click-through coding instructions for the appropriate adserver (more information on page 2 of this document)

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Third-Party Rich Media Guidelines

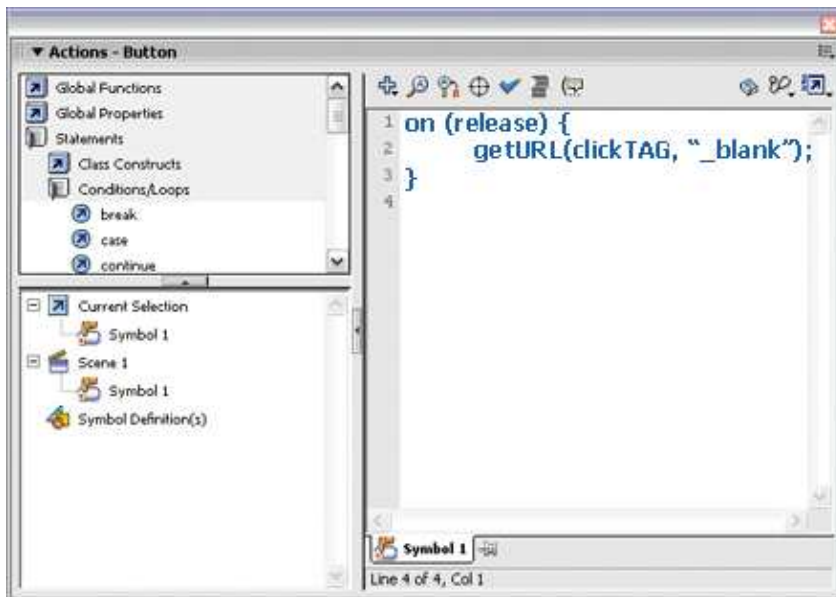
- Pre-approved technologies/third-party servers (contact us for a full list of DART Rich Media Third Party Vendors)
- Ad production cannot guarantee that click-through data will be tracked for all of the Rich Media Technologies that are third-party served
- All third-party tags should be submitted with clear instructions regarding the implementation of click-tracking redirects and cache busting information

Flash Version 6 Submission Guidelines

- Flash creative should be submitted in the .swf format
- **All Flash creative must be submitted with a backup GIF/JPEG creative**
- A close button **must** be included and added to root level or level zero
- A clicktag should be added to the button
- Clicktags should not have URLs coded in them because DART cannot count clicks if the .swf file has the URL
- The clickTAG is case-sensitive in Flash Version 6 and above and must be "clickTAG". In other versions of Flash, it is not case-sensitive, but it is recommended to be "clickTAG"

clickTAG Coding Instructions

- Select getURL in the button from where you want the URL navigation to trigger
- Type clickTAG in the URL field
- clickTAG must look exactly as shown in diagram
- Note: clickTAG is case sensitive



Example of what the finished button script will look like:

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

Still have questions about your creative? Contact Lori Holtz at 202-659-9208, ext. 116, or lori.holtz@insidehighered.com or call your account manager directly.

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