Online Advertising Mechanical Specifications

General Advertising Guidelines (for ALL advertising running with us)

- 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 **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
- No more than **five** creatives can be submitted per size for rotation throughout the campaign
- All creative with a white background must have a 1x1 pixel black border

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 clients often can't deliver rich media) so please **do not** send animated gifs, Flash or HTML ads.

    - **Daily News Update** – Banner size is 300x250 pixels
    - **Weekly News Update** – Banner size is 300x250 pixels
    - **Diversity Insider** and **Insider Update** – Banner size is 160x600 pixels

Spotlight Ads

- Ad sizes: 300x250 banner ad for the home page and 864x216 header artwork for the ad's landing page
- Accepted file formats: GIF, JPEG, and PNG
- All creative with a white background must have a 1x1 pixel black border

Specialty In Focus Index Page Ads

- Accepted file formats: Macromedia Flash, GIF, JPEG or PNG
- Banner size is 300x600 pixels

Article Tools Sponsorship Ads (Print-this-Page)

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

Inside Higher Ed Online Advertising Mechanical Specifications, page 2

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)

Third-Party Rich Media Guidelines

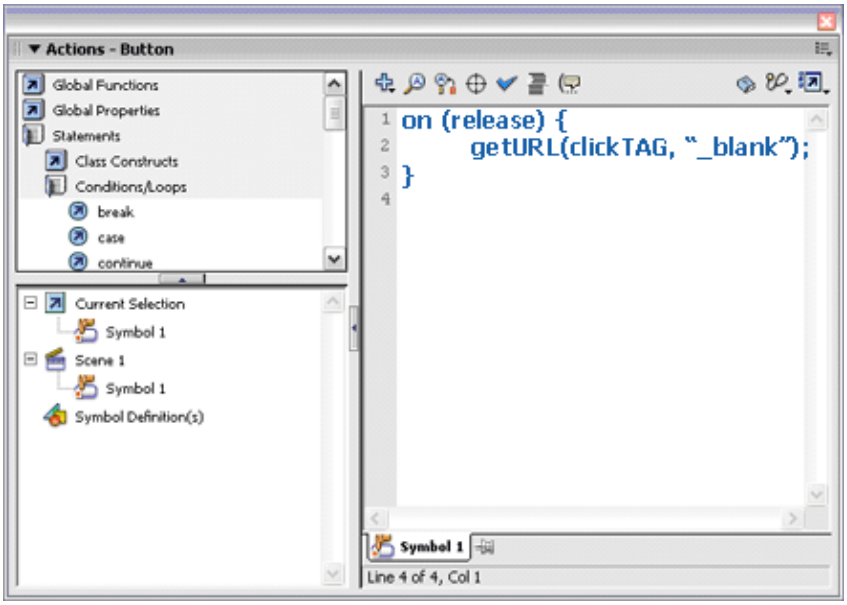
- Pre-approved technologies/third-party servers (contact us for a full list of DART Rich Media Third Party Vendors)
- Ad production cannot guarantee that click-through data will be tracked for all of the Rich Media Technologies that are third-party served
- All third-party tags should be submitted with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

Flash Submission Guidelines

- Creative must be created in Flash version 6 or higher
- Flash creative should be submitted in the .swf format
- **All Flash creative must be submitted with a backup GIF/JPEG creative**
- 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) {
getURL(clickTAG, "_blank");
}

Expandable Banner Submission Guidelines

- Third-party publishers must submit their server file prior to creative submission to allow time fore testing
- Animations or loops must not run longer than 25 seconds and/or a total of three rotations, whichever comes first
- 300x250 creative must expand no larger than 600x500 pixels; 160x600 creative must expand no larger than 300x600 pixels; 300x600 creative must expand no larger than 600x600 pixels
- 300x250 and 300x600 creative must expand left; 160x600 creative must expand right
- Ad must expand/contract via rollover/rolloff method – **we do not accept auto-expandable units**
- A close button is required
- Must send back-up static/Flash ads to guarantee delivery

Please contact us for specific guidelines regarding your expandable banner units.

Video Banner Submission Guidelines

- **Panel Aspect Ratio:** 4:3 aspect ratio or 16:9 ratio
- **Encoded Bit Rate:** Recommended minimum of 200 Kbps

Inside Higher Ed Online Advertising Mechanical Specifications, page 4

Video Banner Submission Guidelines, continued

- **Commercial Length:** Pre & Mid Roll = up to 30 seconds; Post Roll = No minimum or maximum
- **Controls:** Host-initiated Play & Audio; Start/Stop & Volume On/Off Controls Required; Fast Forward disabled through ad play

Please contact us for specific guidelines regarding your video banner units.

iPhone and Android App Ad Submission Guidelines

- Banner size is 320x50 pixels
- Creative may only be in GIF, JPEG or PNG format
- Suggested linking URL be a mobile handheld device-friendly landing page

Online advertising is complicated. While Inside Higher Ed, working with DFP DoubleClick, will deliver every ad impression purchased for your campaign, we can't guarantee that every ad will work on every device, every time.

Still have questions about your creative? Contact Chadd Molloy, digital advertising specialist, at 202-212-6888 or chadd.molloy@insidehighered.com, or call your account manager directly.

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