DIGITAL
TECHNICAL SPECS

OEM Off-Highway and AC Business Media reserve the right to ask for revisions or reject any advertising it deems, in its sole opinion, not in keeping with its standards. Opinions expressed within the user comments are those of the author and do not reflect the views of *OEM Off-Highway* or AC Business Media.

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ONLINE DISPLAY AD SPECIFICATIONS

	Max Initial Download File Size
970 x 250 Billboard	200k
970 x 90 Super Leaderboard, also provide:	200k
+ 728 x 90 (for vertical tablet orientation)	200k
+ 300 x 50 (for mobile devices)	50k
300 x 600 Half Page	200k
300 x 250 Medium Rectangle	200k
550 x 480 Welcome / Pop-up Ad	200k

Please read our material guidelines and rich media support information further on in this document. *AC Business Media follows the* IAB guidelines.

Banner Ads

- The following file types are acceptable: JPG (static or animated), GIF (static or animated), PNG (static)
- Third party tags are also accepted
- Click-through URL: please provide a URL for the ad to link to

**Due to recent web browser trends, Flash ads should be avoided and converted to HTML5 where possible. Google Chrome and Mozilla Firefox have begun blocking Flash ads from automatically displaying animation, drastically reducing performance and CTR rates.

As a company, we follow IAB guidelines. Here is a link to the IAB spreadsheet if you have any further questions about ad materials: http://www.iab.com/guidelines/iab-display-advertising-guidelines/.

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Need a Banner Created for You?

AC Business Media's team can design a banner ad for your company. This service is provided as an added value to your email insertion order.

Please provide:
- A URL or direct graphic image(s) to be included in your banner(s) including company logo, products and other related images.
- A clear concept or design direction, which may include marketing slogans and the mission of your campaign, to assist us in preparing your banners.
- Materials may be submitted in ZIP format to minimize file size. Clients should avoid sending files zipped using Stuffit Expander (common on Mac platform). While some clients may use MAC platform to create their graphics, we prefer those graphics being converted to EPS files. We may be able to open Quark files (commonly used for print ads), but some graphic elements critical to the design maybe lost in conversion. Converting to EPS files will solve this problem.

For campaigns where AC Business Media is your 'creative' source, please allow up to 8 business days before your campaign begins for banner creation, approval and placement. Any adjustments to creative will require additional time to adjust the design/product.

Please add two additional business days for additional banners to be created for your campaign.
Campaigns where creatives follow multiple concepts and designs, or more than 10 banners, will be handled on a case-by-case basis.

Welcome Ad

Size: 550x480
- Max file size: 200k
- Format: The following file types are acceptable: JPG (static or animated), GIF (static or animated), PNG (static)
- Third-party tags are also accepted
- Click-through URL: please provide a URL for the ad to link to

Page Peel Ads

- **Provide two separate creatives: 75 x 75** (before hover image) and **500 x 500** (active hover image).
  Note about HTML files:
  - The files should NOT include a 'close' button and do NOT create the actual peel effect within the file. We will take care of both the close button and peel effect on our end when we load.
  - Click tag code must be implemented in the 500 x 500 file
- Do NOT include creative together in one file.
- Plan art to peel toward the center. Make note of the live area ➔
- Cannot use third-party tags for peels or a JS tag directly. You can still include the <img> and <a> tag from the third-party provider to track impressions and clicks.
- The functionality of how the page peel is written requires direct access to the creative files. Using code (JavaScript) that references the creative file won't work, as the code won't run.

LIVE AREA

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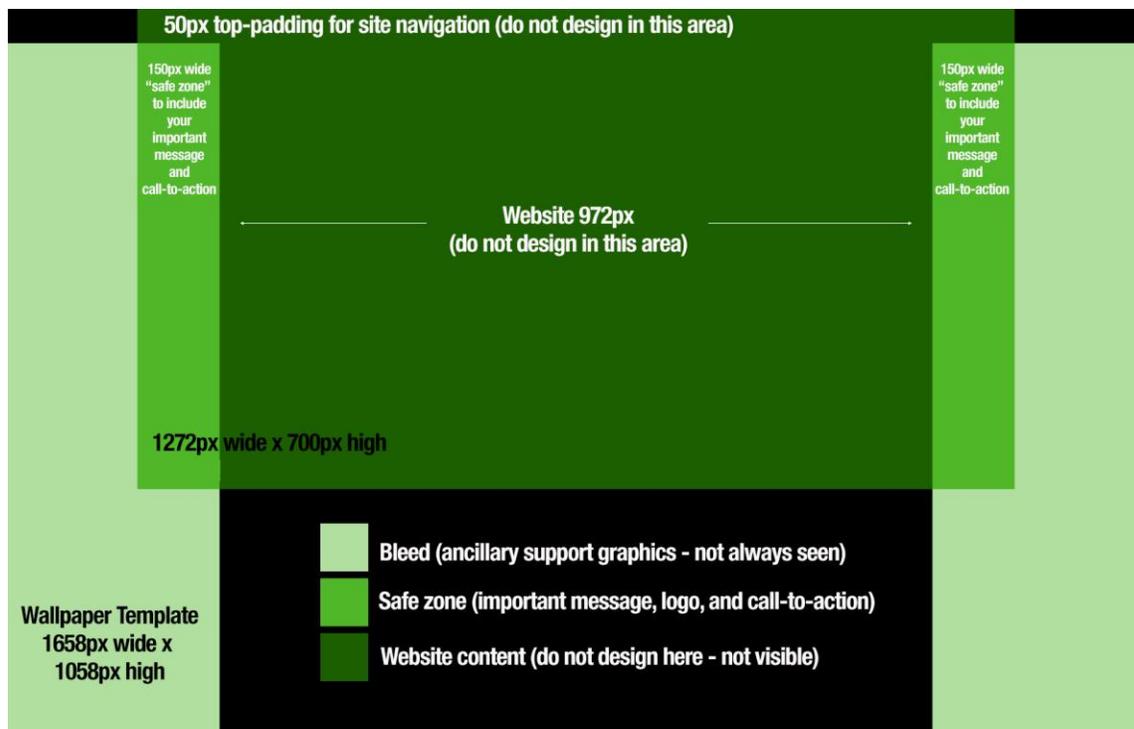800.538.5544

Wallpaper Ads

Wallpaper template size is 1658 x 1058. Our website is 972 pixels wide. See image below for live area dimensions on various screens.

- Size: 1658x1058; the center 972 pixels must be blank; this is our website content
- Max file size: 200K
- Format-any of the following file types are acceptable: JPG (static or animated), GIF (static or animated), PNG (static)
- Click-through URL: please provide a URL for the ad to link to
- Flash is not accepted for this ad unit
- Third Party Tags are not accepted for this ad unit

See layout specs below – Keep your message within the "safe zone."

Website visitors will see your creative based on their screen resolution. A visitor with 1600x900 resolution will see 314 pixels of the image on each side of the content and 900 pixels in length. A visitor with 1280x1024 resolution will see 154 pixels of the image on each side of the content and 1024 pixels in length.

We encourage vital messaging/branding and all call-to-action items to be created vertically and within the 150 pixels on either side of the content and within 700 pixels in length (as shown in the attached). The remainder of the image can have ancillary messaging/branding/coloring (equivalent to the bleed area in a print magazine).

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Native Ads

The 300 x 250 native advertising position integrates your message in the website's editorial space as "sponsored" content. Our digital designers can create the ad; please provide:

- Company name as it should appear in the blue sponsor banner; please note space limitation
- One 285 x 135 pixel image (GIF, JPG)
- Headline and approximately 75 characters of copy
- URL link to the rest of the article or other content
- Allow 5-7 business days for design and approval.

SPECS FOR CLIENT-PROVIDED NATIVE AD

If you prefer, we can send you a PSD template so you can create the ad yourself. To integrate into the editorial space, please use the Arvo and Open Sans font families.

- **AD SIZE:** 300 x 250px, No stroke, 8px padding, white background
- **SPONSORED LABEL**: Font: Open Sans; 11 px; Bold; Color: #ffffff
- **HEADLINE:** Font: Arvo; 18px; Line height (leading): 22px; Color: #000000
- **COPY:** Font: Open Sans; 12.5px; Line height (leading): 20px; Color: #4d4d4d

General Materials Guidelines

- Animated GIFs should have at least two seconds between frames, maximum of six frames.
- All banners must be sized at 72dpi resolution.
- AC Business Media reserves the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Banners may not "Flash" messages that may irritate the user.
- ALT (Mouseover) text should be no greater than 10 words.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.
- Banners must be designed so that interaction with the user only takes place if the user places the mouse within the advertisement area.
- Advertisers may make banner or other creative changes or additions every two weeks, following the time guidelines below, although we prefer advertisers to send us multiple banners at one time and have them scheduled as you would like throughout your campaign.
- Flash advertising is not available in email newsletters or blasts at this time.
- **Provide the click-thru URL when submitting materials**

What We Accept

We will accept ads in **GIF, JPEG, animated GIF**. Other formats must be tested and approved on a case-by-case basis. *Rich media requirements are covered in detail later in this document.*

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Deadlines for Client-Submitted Materials

Please allow **3 business** days to process/load simple image and GIF animated ads and **5-7 business days** to process all other types of creative. Specialized rich media ads and e-mail creative may require longer lead times (See Rich Media below).

All rich media ads are tested on a matrix of browsers and platforms before posting. This process requires a MINIMUM of five business days to test rich media for performance, stability and compatibility.

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RICH MEDIA SUPPORT

What We Accept

We will accept ads in most formats, including HTML. Other Rich Media formats must be discussed and tested on a case-by-case basis.

**Due to recent web browser trends, Flash ads should be avoided and converted to HTML5 where possible. Google Chrome and Mozilla Firefox have begun blocking Flash ads from automatically displaying animation, drastically reducing performance and CTR rates.

When submitting a rich media banner, a conventional GIF or JPG banner must also be submitted, within the size and file requirements as a normal comparable size banner. This alternative will be served to visitors who cannot view rich media.

Acceptable Advertising Technologies

We currently accept the following advertising technologies or delivery methods. Each requires a five-business-day turnaround for testing and approval: BlueStreak, Eyeblaster, Eyewonder, Flash, Doubleclick, HTML, Java/JavaScript, PointRoll, Viewpoint

We do not accept: Comet Curser, Enliven, Superstital or Unicast. For any additional advertising types not listed, please contact your sales representative. Flash advertising is not available in email newsletters or blasts at this time.

COOKIES FROM THIRD-PARTY AD SERVERS

All advertising served by a third-party agency (such as Doubleclick) using "cookie technology" must include a link to that agency's "privacy statement" page. Ad banners that send a cookie to our subscribers and do not comply will be removed from the site immediately. We request that you limit the number of cookies to one per user.

DEADLINES FOR THIRD PARTY-DELIVERED ADS

All versions of creative that will be served via a third party must be provided for testing and approval prior to appearing on the site. Please allow up to five business days for this testing in advance of your campaign start.

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EMAIL BLASTS

Advertiser-Supplied Creative

Submit the following at least seven business days before the deployment date:
- Pre-designed, HTML e-mail message about your company, product(s), service(s), or other information
- Plain text version of the eblast
  (If no text version is provided, the text version will go out with just a "view online" link.)
- Subject line that meets our approval
- Pre-header (optional)
  A pre-header is recommended; this is visible on mobile devices and when recipients use Outlook's preview mode.
- Include full image paths in the code. (ex: http://domain.com/images/graphic1.jpg)

AC Business Media must have all HTML and Text version creative for the email blast at least seven business days prior to it running. This will allow four days for upload and testing, two days for client approval and one day to upload the final approved version and schedule for delivery.

Due to the strict timeline of the email blast schedule, if you do not supply your creative within these deadlines we cannot guarantee its place in our delivery schedule. You may be charged a late fee of up to $500 or your campaign may be delayed or cancelled, depending on the circumstances and amount of time the materials are provided late.

AC Business Media prefers to have all creative as soon as possible following the signing of an insertion order.

REQUIREMENTS FOR EMAIL PRODUCTS
- Only text, JPG and GIF images are allowed. Flash, rich media, Image Maps and Java Script are not available for email product. Animated GIFs are discouraged because Microsoft Outlook 2007 and above will not accept them.
- Subject lines should be enticing, more than ONE word, and NOT in ALL CAPITAL LETTERS. The subject line should not exceed 12 words or 150 characters. We can run the subject line through a "spam-checker tool" that points out any verbiage that will be picked up by spam filters.
- Links to PDF, Word documents or other non-traditional "web page" links within an email MUST be clearly identified.
- There MUST be a call to action above the first 400 pixels (height) of the email.
- Text versions should be no more than 10K and may not include any image files.
- An email made entirely of images is NOT recommended because email platforms may block the images. An HTML email should be a combination of text and images with a call to action within the text.
- When designing your email, be mindful of differences in email client compatibility.
- All email HTML must use a table-based layout, using CSS only to control typography and color.
- There is a 600 pixels maximum width and 100K maximum file size (includes all images/html files).
- Full-image paths in the code must be used (ex: http://www.domain.com/images/graphic1.jpg).
- We will provide two versions for testing: text and HTML.
- Please provide detailed linking instructions.
- Prohibited materials will not be accepted. This includes (but is not limited to) images used without permission, mailing templates not authorized to be repurposed, and other copyright or trademark infringement.

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ADDITIONAL CONSIDERATIONS
- Forms cannot be used because there is very little support in most email clients.
- Limit Alt text to approximately 16 words as text is truncated when more text is used. ALT text should be added to your images to help prevent your images from being blocked by spam filters. Some email clients such as Outlook can be set to block the downloading of images. In these instances clients can still view the Alt tag message.
- Limit page titles to approximately 150 characters
- Avoid the use of background images as many email clients such as Outlook 2007 and above no longer support them.
- Image maps work in Outlook 2007 and above but are not supported in older browsers.

AC Business Media-Designed Creative

AC Business Media's team can design an email blast for your company. This service is provided as an added value to your email insertion order.

Please supply us with:
- Creative images you would like us to use, including company logo, product or other images
- Text copy for the e-blast
- A clear design concept, PDF of the desired layout/design, mission of your campaign, or any design ideas, preferences, or requirements
- URL links
- Subject line
- Pre-header (optional)

Please provide clear direction about what graphics and text should be linked, and what URLs each should be directed to.

You may submit your materials in ZIP format to minimize file size. Avoid sending files zipped using Stuffit Expander (common on Mac platform). While some clients may use the MAC platform to create their graphics, we prefer those graphics being converted to .EPS files. We may be able to open Quark files (commonly used for print ads), but some graphic elements critical to the design maybe lost in conversion. Converting to .EPS will solve this problem.

DEADLINES

The first phase of the design of an email blast will take place between the client and sales representative to create a basic design concept if we are designing your eblast.

Please allow up to two weeks before your campaign runs for any AC Business Media-created email blast.

AC Business Media's design team must have at least five business days to work on the concept and develop the design and HTML and Text versions. The team will then offer the advertiser up to two business days to review it. Following that, we allow up to two days of altering and adjusting the documents as needed before final testing and entering into our system the last day before the campaign is scheduled to start.

Ideally, we prefer to have all creative ideas and related graphic and text AS FAR IN ADVANCE as possible.

Due to the strict timeline of the email blast schedule, if you do not supply your creative within these deadlines we cannot guarantee its place in our delivery schedule. You may be charged a late fee of up to $500 or your campaign may be delayed or cancelled, depending on the circumstances and amount of time the materials are provided late.

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REVIEW PROCESS

You, or your designated recipient, will receive a final proof distributed by Omeda, our email partner. If you would like additional people included in the seed list for these tests, please include these email addresses with your material submission. Scheduled e-blasts will occur when the main point of contact had approved the e-blast.

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E-NEWSLETTER SPONSORSHIPS

The following specifications are for our responsive-design e-newsletters. All creative is due three business days prior to the newsletter deployment date.

300x250 Display Ad(s)
- Submit JPG, GIF or PNG (no Rich Media)
- Animated GIFs are discouraged as Microsoft Outlook 2007 and above does not support them.
- Max file size: 40K
- Provide linking instruction with URLs
- No third-party tags or 1x1 pixel trackers are allowed

Text Ad / Featured Product Ad
- **Image:** Static JPG, GIF, PNG file. 280x157 pixel image, OR, 16x9 ratio hi-resolution image, which will be resized automatically
- **Headline:** 5-7 Word Headline.
- **Body text:** MAX of 300 characters (roughly 50 words). Character count includes spacing, paragraph breaks, etc. No URL's or bullet points within body text.
- **URL address:** Please provide one URL and link text. Call to action URL will appear under the main body text. Does not count toward 300 character count. Only one URL can be used.

Video/ Featured Product Ad
- Image: Static JPG, GIF, PNG file. 280x157 pixel image of a video is required. We can add the play button.
- Maximum file size: 30K
- Include headline: 3-5 words
- Body text: 40-50 words of copy; no more than 300 characters (including spaces)
- Please provide linking URL to the video

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CUSTOM E-NEWSLETTER SPECIFICATONS

Top banner/Leaderboard
- 970x90. One static JPG, GIF or PNG is required.
- Maximum file size: 20K.
- Please provide linking instructions (URL)

Text / Featured Product ad
- One static JPG, GIF or PNG of a 210x140 image is required.
- Static JPG, GIF or PNG of a 210x50 logo

- Maximum file size: 30K
- Include headline: 3-5 words
- 40-60 words of copy
- Company website
- Please provide linking instructions (URL)

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E-PRODUCT SHOWCASE E-BLAST

Advertiser-Supplied Creative

These materials are to be submitted at least seven business days prior to it running.

Due to the strict timeline of the E-Product Showcase schedule, if you do not supply your creative within these deadlines we cannot guarantee its place in our delivery schedule.

AC Business Media prefers to have all creative as soon as possible following the signing of an insertion order.

GENERAL REQUIREMENTS
- Product name
- Product image up to 180 pixels wide by 225 pixels high; JPG, PNG or GIF
- Maximum 80 words (or 500 characters with spaces) of copy; bulleted copy is not accepted
- Logo image up to 180 pixels wide by 200 pixels high; JPG, PNG or GIF
- Company web address
- No rich media or animated GIFs accepted
- Max file size: 30K

VIDEO E-PRODUCT SHOWCASE E-BLAST

Grab additional attention by including a video. Please provide the following:
- Video title
- Static image of video (we can add the play button) no more than 180 pixels wide by 225 pixels high; JPG, PNG or GIF*
- Maximum 80 words (or 500 characters with spaces) of copy, bulleted copy is not accepted
- Logo image no more than 180 pixels wide by 200 pixels high (max, can be shorter) JPG, PNG or GIF*
- Company web address
- Provide linking URL to the video
- No rich media or animated GIFs accepted
- Max file size: 30K

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VIDEO ADVERTISING

Provide the YouTube.com embed code for your video and we'll do the rest.

YouTube accepts the following file formats:

- .MOV
- .MPEG4
- .MP4
- .AVI
- .WMV
- .MPEGPS
- .FLV
- 3GPP
- WebM

VIDEO IMAGE
YouTube will include an image, but you may submit an image for the video, if you prefer.

JPG, PNG, or Static GIF Format

- Dimensions - 480x360 (or 480x270)
- GIF must be static. Flash 8 will only display the first frame of most animated GIFs.
- JPG must be non-progressive
- Clickable - Supply a click-through URL

Questions about specs:

Kathy Hahn, Digital Ad Materials Coordinator, 920.542.1254, khahn@ACBusinessMedia.com

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