AD UNIT & TAKEOVER
Guidelines

Ad Unit Guidelines

Flash Ads

FLASH VERSIONS
Flash 9 or below

FRAME RATE
Must be no more than 18fps

FILE SIZE
Cannot exceed 40K

ANIMATION
15 seconds maximum

• Backup jpgs/gifs must be submitted

Audio & Video

IN-BANNER VIDEO ADS
In-banner video can be host-or-user initiated up to :15 seconds and must have standard controls (i.e. play/pause, audio/mute, and stop).

AUDIO AND VIDEO
All audio must be user initiated.

FUNCTIONALITY
Where applicable, the "ON/OFF", "STOP/PLAY", and "CLOSE" button must be prominent and obvious.

• Three loop maximum, total animation time for all loops combined cannot exceed 15 seconds. Also, ads may not employ persistent rapid/"strobing" animation of any graphic, copy, or background element(s).

• All click-through URLs must open in a new browser window.

Expandable Unit Guidelines

• Banner expansion must be user-initiated via click not mouseover.

• Maximum number of panels for expandable ads is four.

• Method of expansion and un-expansion must be the same. (i.e., mouse-over or click)

300 X 250
Click to expand *(Left)*
Unit expands left to 600 x 250

Click or Mouse to expand *(Down)*
Unit expands down to 300X600

728 X 90
Click or mouse to expand
Unit expands to 728 x 270

AUDIO INITIATION
User Initiated by click

VIDEO INITIATION
Host Initiated – Max length 15 seconds and must have standard controls
(i.e. Play/Pause, Audio, Stop).

MOUSEOVER EXPANSION HOTSPOTS

To minimize accidental expansion, "hotspots" must be clearly identified; cannot exceed 33% of ad space; horizontal "hotspots" cannot exceed 50% of horizontal pixel length; vertical "hotspots" cannot exceed 50% of vertical pixel length.

USER EXPANSION
Hotspots should be marked with appropriate call to action (mouse over or click)

"CLOSE X" BUTTON
A mandatory "CLOSE X" button(s) must be prominent and obvious in the top right corner for expandable banner initiated by a user's click. Close button font size must be 11 pixels, bold text, and 4 pixel padding around the text.

APPROVED THIRD-PARTY VENDORS AND THIRD PARTY SERVERS

> ATLAS
> BLUESTREAK
> DART/DOUBLECLICK RICH MEDIA
> DYNAMIC LOGIC
> EYEBLASTER

> EYEWONDER
> KLIPMART
> MEDIAPLEX
> POINTROLL
> UNICAST

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Ad Unit Guidelines

Leaderboard 728 X 90

Ad Unit Sizes

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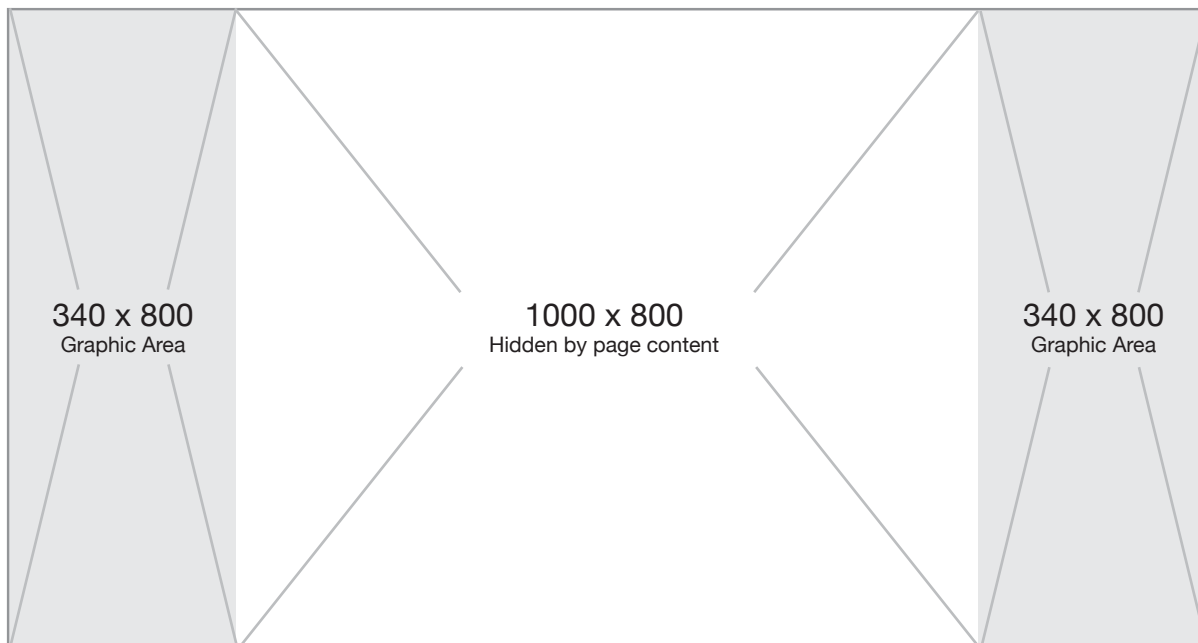| AD PRODUCT	DIMENSIONS	AD TYPE	MAX FILE SIZE
Medium Rectangle	300x250	Flash, HTML, Gif, Jpeg	40k
Leaderboard	728x90	Flash, HTML, Gif, Jpeg	40k
Section Sponsorship	175x26	Gif (No animation)	5k
Hot Tickets	465x40	Gif, Jpeg (No animation)	8k
Event Reminder 300x100	300x100	Gif, Jpeg (No animation)	20k
TicketAlert Medium Rectangle	300x250	Gif, Jpeg (No animation)	20k

AD PRODUCT	DIMENSIONS	AD TYPE	MAX FILE SIZE
Wide Skyscraper	160x600	Flash, HTML, Gif, Jpeg	40k
Hot Tickets	465x40	Gif, Jpeg (No animation)	8k
Email Sponsorship	177x33	Gif (No animation)	5k

RICH MEDIA AD PRODUCTS	DIMENSIONS	RICH MEDIA	EXPANSION ALLOWED	MAX EXPANSION SIZE	EXPANSION TYPE	EXPANSION DIRECTION
Medium Rectangle - Homepage	300x250	yes	yes	600x250	Click to expand	Left
Medium Rectangle - Homepage	300x250	yes	yes	300x600	Click or Mouseover	Down
Medium Rectangle - Artist Pages	300x250	yes	no	NA	NA	
Medium Rectangle - Confirmation Page	300x250	no	no	NA	NA	
Leaderboard	728x90	yes	yes	728x270	Click to expand	Down
Skyscraper	160x600	yes	no	NA	NA	
OPA Pushdown	970x66	yes	yes	970x418	Auto and click	

RICH MEDIA AD PRODUCTS	EXPANSION TIME	MAX INITIAL FILE SIZE	MAX * POLITE FILE SIZE	TOTAL FILE SIZE (initial + polite)	AUDIO ALLOWED	AUDIO INITIATION
Medium Rectangle - Homepage	NA	40k	80k	120k	yes	User - on click
Medium Rectangle - Homepage	NA	40k	80k	120k	no	NA
Medium Rectangle - Artist Pages	NA	40k	80k	120k	yes	User - on click
Medium Rectangle - Confirmation Page	NA	40k	NA	NA	no	NA
Leaderboard	NA	40k	80k	120k	yes	User - on click
Skyscraper	NA	40k	80k	120k	yes	User - on click
OPA Pushdown	7 seconds	40k	120k	160k	yes	User - on click

*Polite File Size represents the maximum file size of post-page load creative. This loading must terminate once a user leaves the current page.

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Takeover Guidelines

| 340 x 800 | 1000 x 800 | 340 x 800 |
| Graphic Area | Hidden by page content | Graphic Area |

• Graphics that fade should fade to white, the page background colour will be white when ad is present.

• Always use a solid colour for the hidden area, it will help reduce the file size.
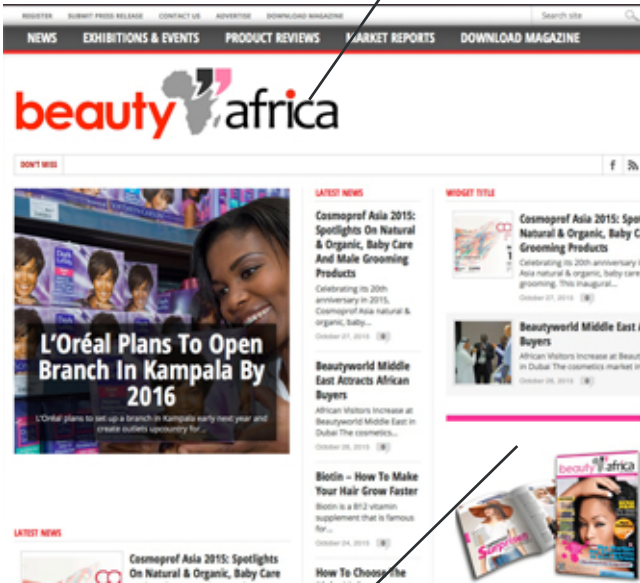
ASSET FOR TAKEOVER:

1. Background
 - Accepted formats: JPG, GIF, PNG.
   Colour Mode: RGB, Resolution: 72 dpi
 - Dimensions: 1680 x 800
 - Maximum file size: 150KB

Graphic Area
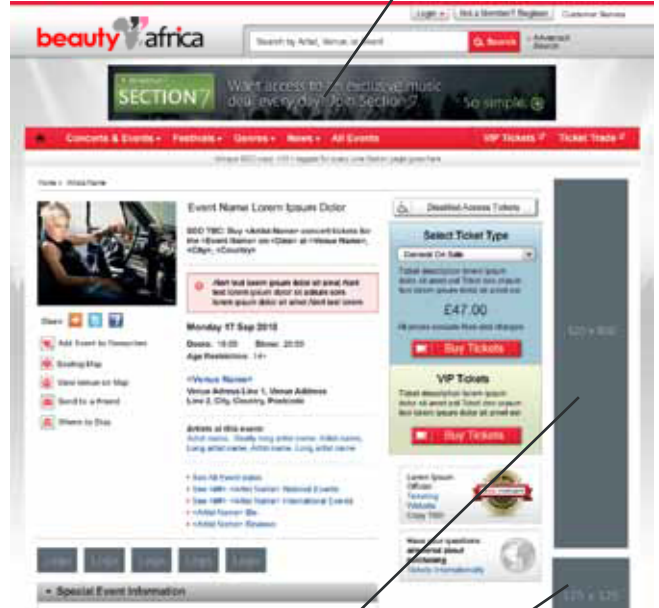
Graphic Area
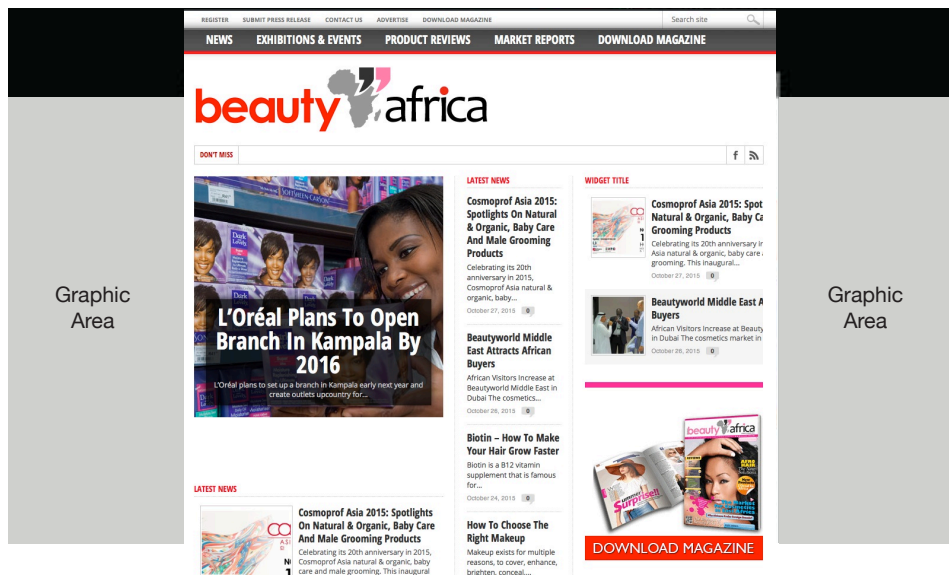
Ad Unit Guidelines

Home Page

Leaderboard 728 X 90

MPU 300 x 250

Leaderboard 728 X 90

Landing & Subpages

Skyscraper 120 x 600

EADP Page

Leaderboard 728 X 90

Skyscraper 120 x 600

Square Button 125 x 125
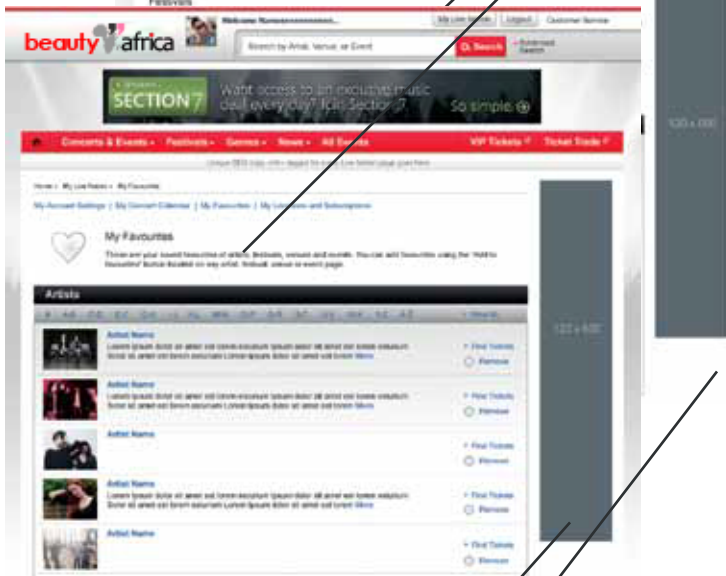
Footer

Half Banner 234 x 60

AD PRODUCT	DIMENSIONS	AD TYPE	MAX FILE SIZE
MPU	300x250	Flash, HTML, Gif, Jpeg	40k
Leaderboard	728x90	Flash, HTML, Gif, Jpeg	40k
Skyscraper	120x600	Flash, HTML, Gif, Jpeg	40k
Half Banner	234x60	Gif, Jpeg	8k
Square Button	125x125	Gif, Jpeg	8k

FLASH BANNER REQUIREMENTS:

- Flash SWF with clickTag
- Publish settings: Flash Player 8, ActionScript 2.0
- GIF Backup file
- Maximum file size 40KB for both formats

Flash banner clickTag:
(opens a new browser window)

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

Flash banner clickTag:
(plays in the same browser window)

on (release) {
getURL(_root.clickTAG, "_self");
}