

Advertising Specifications

revised 12/24/08

Ad Unit Name	Availability		Initial Unit							Expanded Panel(s)							Notes	
	Belo	Yahoo!	Width (pixels)	Height (pixels)	Max File Size Flash / Rich Media (k)	Max File Size GIF/JPG (k) {backup}	Max Anim. Time (s)	Max FPS	Max Animation Loops	Expanded Width (includes initial unit)	Expanded Height (includes initial unit)	Allowed Expanded Directions	Size (k) Expanded Panel (s)	Max Anim. Time (s)	Max FPS	Max Animation Loops		Max Panels
Rectangle	yes	yes	180	150	20k	15k	15 sec	24 fps	3	300	250	up & right (panel should be positioned over unit)	60k	15 sec	24 fps	3	3	Total allowable size 100k
Leaderboard	yes	yes	728	90	30k	20k	15 sec	24 fps	3	728	315	down	60k	15 sec	24 fps	3	3	Total allowable size 100k
Medium Rectangle	yes	yes	300	250	30k	20k	15 sec	24 fps	3	560	300	up & left (panel should be positioned over unit)	60k	15 sec	24 fps	3	3	Total allowable size 100k
Wide Skyscraper	yes	no	160	600	30k	20k	15 sec	24 fps	3	460	600	right	60k	15 sec	24 fps	3	3	Total allowable size 100k
Skyscraper	no	yes	120	600	30k	20k	15 sec	24 fps	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Monster	no	yes	425	600	40k	30k	15 sec	24 fps	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sponsorship-Large	yes	no	120	60	20k	15k	15 sec	24 fps	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sponsorship-Small	yes	no	160	17	20k	15k	15 sec	24 fps	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
HSGT-Small	yes	no	234	60	20k	15k	15 sec	24 fps	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
HSGT-Button	yes	no	88	31	n/a	5k	n/a	n/a	n/a	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Real Estate Feature	yes	no	140	90	20k	15k	15 sec	24 fps	3	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Floating Ad (Belo)	yes	no	500	500	40k	N/A	10 sec	24 fps	3	N/A	N/A	N/A	N/A	N/A	24 fps	3	N/A	40k
Floating Ad (Yahoo!)	no	yes	200	200	40k	N/A	8 sec	24 fps	3	N/A	N/A	N/A	N/A	N/A	24 fps	3	N/A	40k
Transition Ad	yes	yes	900	500	40k	40k	8 sec	24 fps	3	N/A	N/A	N/A	N/A	N/A	24 fps	3	N/A	40k
Email Ads	no	no	650 (max)	1000 (max)	N/A	100k	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	24 fps	3	N/A	40k
Additional Design Specs (see following pages for complete specifications)										Expandable and Floating Ad Specifications (see following pages for complete specifications)								
Ads must have a distinct border (e.g. 1 pixel black border or a dark background) and phone numbers need an area code. Free offers and contests must specify ALL obligations to be fulfilled to qualify. Ads must be approved first.										Expandable ads must also have its associated non-expanded ad unit. Floating ads need to be linked to a non-floating ad unit.								
For Flash ads with more than one click through URL, the order of the URLs must be clearly defined.										Both the .fla and .swf files are required for all expandable banners/billboards, floating ads and peel tabs.								
Flash ads must use Actionscript 2.0 language and include the following click tag. * <pre>on (release) { if (_root.clickTAG.substr(0,5)=="http:" _ _root.clickTAG.substr(0,6)=="https:") { getURL (_root.clickTAG, "_blank"); } }</pre>										All Rich Media ads must include a standard BIM close button. Font size must be 12pt or higher; Font text must be written in Arial (or similar Sans-serif font) Should be in top right corner of ad (bottom right of expandable ads) and remain onscreen throughout duration of animation Must use standard Belo Interactive Media close button								
HS Gametime Flash ads must use the following click tag. <pre>on (release) { getURL (clickTAG, "_blank"); }</pre>										The Expression box must be checked and the URL should say clickTag Forms tags in HTML code must use "get" in the method.								
Flash ads must have an Actionscript "Stop();" command in last frame of the timeline. (max 15 secs)										Floating ads must "fly" across the page, pausing for no more than one second over any given piece of content								

Ad Units with Video	Format	Width (pixels)	Height (pixels)	Video Controls (min)	Max bit rate (kbps)	Duration (max)	Audio Initiation	Audio Controls (min)
Expandable Rectangle	Flash FLV (streaming)	400	300	play /stop	FLV (500kbps)	30 sec	user initiation (on c volume mute and unmute	
Expandable Leaderboard	Flash FLV (streaming)	400	300	play /stop	FLV (500kbps)	30 sec	user initiation (on c volume mute and unmute	
Expandable Medium	Flash FLV (streaming)	400	300	play /stop	FLV (500kbps)	30 sec	user initiation (on c volume mute and unmute	
Expandable Wide	Flash FLV (streaming)	400	300	play /stop	FLV (500kbps)	30 sec	user initiation (on c volume mute and unmute	
Floating Ad (Belo)	Flash FLV (streaming)	400	300	play /stop	FLV (500kbps)	30 sec	user initiation (on c volume mute and unmute	
Floating Ad (Yahoo!)	Flash FLV (streaming)	400	300	play /stop	FLV (500kbps)	30 sec	user initiation (on c volume mute and unmute	
Transition Ad	Flash FLV (streaming)	400	300	play /stop	FLV (500kbps)	30 sec	user initiation (on c volume mute and unmute	

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In Banner Streaming

Video

- There is a 30 second maximum on video stream length. For campaigns that exceed 30 seconds, you'll need additional guidance: richmedia-ads@yahoo-inc.com
- There are no frequency caps on the video portion of banners containing streaming video; the video can play every time the user sees the banner.
- Must be a true streaming solution, not a progressive download.
- Streaming video is allowed when using FLV streaming format. (progressively downloading files larger than 100kb is not allowed).
- A minimum 3-second stream buffer.
- Bandwidth detection to support both dialup (56K) and broadband users (100K+), with each being automatically served an appropriate stream. (le: 56k, 100k, 300k, etc)
- User Control: Media User Interface controls must be visible during playback allowing users to stop, play, and mute at any time.
- The Video stream can only begin after the entire page has completely loaded.
- No video files streamed into browsers cache. If FLV or SWF video files are cached the client must be made aware of this security problem.
- The User Click can activate progressive download streaming.

Audio

- The User Click must activate audio.
- There is a 30 second maximum on audio served in conjunction with a video stream.
- Audio served independent of a video stream may be 15 or 30 seconds.
- Play, Stop/Pause, and Mute buttons are preferred; Stop/Mute and Start buttons are required.

Cookie Setting

- Only vendors can set cookies. Cookies may not be set on the Yahoo! network except by parties with a third party ad serving agreement.
- Fourth party cookie setting is only permitted by Yahoo!-approved third party servers.

For a list of approved vendors, go to:<http://privacy.yahoo.com/privacy/us/adservers/details.html>

General Guidelines

- Files should be named with Campaign Start Date(MMDD)_Customer Name__Ad Unit Size (e.g., 080517_Hurd_180x150)
- Click through for sales and special offers must bring the viewer to a web page referencing those offers.
- Creative must have a distinct border (1px, Black) to clearly identify where the page ends, and advertisement begins on mouse off.
- Final frame should indicate advertiser and "call to action"
- Creative can not exceed the specified weight limits posted on solutions.yahoo.com (425x600, 40k swf; 30kgif/jpg...).
- No obscene or otherwise objectionable images.
- Creative must have branding (company can be identified from the ad).
- Creative must match ad dimensions.
- No fake HTML or simulated interactivity (A maximum of 5 linking URLs can be used in each HTML creative).
- Creative cannot use the 'Yahoo!' name or logo without pre-approval from Yahoo!.
- Creative containing a sweepstakes/contest or 'FREE' offers in the ad unit must be pre-approved by Yahoo! (2-3 business day lead time required).
- The use of Clip board or accessing the user's microphone or WebCam is not permitted.
- Audio must be user-initiated (by click).
- All Rich Media ads must include a standard Belo Interactive Media close button.
- Font size must be 12pt or higher; Font text must be written in Arial (or similar Sans-serif font)
- Should be in top right corner of ad (bottom right of expandable ads) and remain onscreen throughout duration of animation
- Must use standard BIM close button

up state | over state

day; per visitor.

Expandable Ad units).

- All advertising supplied by advertisers must be reviewed and approved by The Providence Journal Co. prior to placement on the sites.
- All new 3rd party advertising code must be reviewed by The Providence Journal Co.

Political Advertising

proposition.

- All political advertising shall be sold at standard commercial rates for comparable locations. There shall be no discounts for political advertisements except such discounts as are made available to commercial advertisers on an objective basis. No free political advertising under any circumstances.
- A disclosure shall be contained in each political advertisement:
 - stating that it is "political advertising"

organization represented by that individual

- containing the address of the name of the individual or organization identified.
- Banners or buttons that contain a message that would be understood as promoting a candidate, with or without a link to other web pages, should contain the disclosure. Exceptions may be made in certain instances in which it would be highly impractical to include the disclosure, or if the banners or buttons serve primarily as links to other web pages containing the political advertising, and the pages to which they link contain the disclosure.
- No political advertising shall be placed (or sold for placement) on separate sections of web sites that are devoted exclusively to election information, campaign information, candidate information, or similar content.
- No political advertising shall be placed in the top banner position on the home page of any web site. No sponsorships will be sold.
- pricing standards stated above.
- No political advertising shall be sold on an exclusive basis. Where space limitations prevent having multiple advertisers, political advertising shall be placed on a first come, first served basis.
- required disclosures.

Flash Guidelines

- Yahoo! allows Flash versions 5,6,7 & 8
- All advertising must function properly in Internet Explorer version 6 and 7 as well as Firefox version 2.
- All advertising is served through Open Ad Stream; hard coded advertising is not allowed.
- The Expression box must be checked and the URL should say clickTag
- 30KB download and up to 4 additional download streams upon user click are permitted. Each additional stream may not exceed 100KB recommended.
- Both flash 5-6 swf files will be displayed for Flash 6.0 to 6.0.0.65 plug in browsers only. If the browser does not support Flash 6.0 and above, the alternate image will be served (see submission guidelines).
- Loading files from cross domains is not permitted for security reasons.
- Linking URLs must be domain based and cannot be the IP address
- HTML code cannot exceed 3 kb.
- CGIs referenced in the HTML code must be active at the time of ad submission.
- The use of Shared Objects is not permitted
- Forms tags in HTML code must use "get" in the method.
- Projo.com and Yahoo.com Flash ads must use Actionscript 2.0 language and include the Click Tags below.
- HS Gametime Flash ads must use the click tag below.
- Flash ads must have an Actionscript "Stop();" command in last frame of the timeline. (max 15 secs)

Flash 6 Specifications

- The Flash 6 swf file can be published as compressed.
- Loading jpgs, wavs and mp3s are allowed and must follow the same rule as additional swf files of no more than 4 at 100KB each.

Flash 7 Specifications

- All Flash 6 specs apply to Flash 7 ads.
- Streaming video is allowed when using FLV streaming format. FLV files are treated the same as additional swf files of no more than 4 at 100k each. If larger files are required, you can serve the ad with one of our Rich Media Technology Vendors.

Polite Download

Polite ads must be broken down into three files:

- The alternative image (either GIF or JPG), with a 20k maximum.
- An initial Flash file, with a 40k maximum.
- The final Flash portion, with a 100k maximum (for the entire ad).
- **The Polite portion of the ad will load after the rest of the Yahoo! page finishes loading.**

Floating Ads

The floating element must:

- be linked to an in-page banner; it must fly out of or into the banner. Must pause no more than one second over content. Cannot pause over another ad or co-brand logo or primary interaction elements (e.g. search boxes). Cannot cover Yahoo logo at any time.
- "Fly" across the page, pausing for no more than one second over any given piece of content. (For example, if the word "hello" appears on the page, the floating element can only cover that word for one second.).
- Take shape of the object; not an exact rectangle.

Obstruction

- The floating element cannot cover the Projo.com or Yahoo! logo at any time.
- The floating element can fly over, but cannot pause over, another ad, co-brand logo, or primary interaction elements as specified by the site (for example search boxes and primary navigation bars).

Animation

- There is an eight second maximum play time for the floating element.
- There is a one second maximum pause time over any given content.

Audio

- Audio must be initiated by User Click.
- Audio must end either simultaneously or before the ad finishes playing.
- Audio must be encoded at a maximum volume of -12 db.

General

- Floating ads may be viewable by only certain browsers and operating systems. Yahoo! will test all technologies for floating ads in our lab. We will not show the ad for any browsers or operating systems when the technology could cause system instability or crashes.

In Banner Streaming

Audio

- The User Click must activate audio.
- There is a 30 second maximum on audio served in conjunction with a video stream.
- Audio served independent of a video stream may be 15 or 30 seconds.
- Play, Stop/Pause, and Mute buttons are preferred; Stop/Mute and Start buttons are required.

Cookie Setting

- Only vendors can set cookies. Cookies may not be set on the Yahoo! network except by parties with a third party ad serving agreement.
to:<http://privacy.yahoo.com/privacy/us/adservers/details.html>