



Display Ad Guidelines (OwnerIQ Product Support Sites and OwnerIQ AdNet)

- Description: Image, Expandable Ads, Clickable Video, Streaming Video
- File size: GIF/JPG: 30k, Flash: 40k (Max); Version: 9 or lower
- Audio: User Initiated
- Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.
- Animation cannot exceed 15 seconds. Animation can begin again on mouse over, but must stop immediately on mouse off.
- Looping restrictions: None
- All ads must be properly branded with a company logo.
- All ads click-thrus must open in a new browser window.
- Creative must match ad size.
- Creative cannot exceed the specified weight limits as listed below.
- No fake HTML or simulated interactivity (A maximum of 5 linking URLs can be used in each HTML creative).
- No obscene or otherwise objectionable images.

If running site served Flash file (OwnerIQ hosts file)

- Please send FLA and SWF files for all applicable units and include any necessary fonts. Please do not embed the click-url within the SWF. Instead, please create a transparent click-tag layer, which covers the entire ad unit. Make sure this is at the TOP of the layer panel.
- Convert the layer into a “button” symbol and assign the following action script code:

```
on (release) {  
  getURL (_level0.clickTag, "_blank");  
}
```

Rich Media Guidelines

Rich media is classified as an ad unit which utilizes audio, video and/or includes expandable or floating attributes. These units require significant, added file size bandwidth in order to render properly.

- Animation cannot exceed 15 seconds. Animation can begin again on mouse over, but must stop immediately on mouse off. Must have backup image; entire ad unit must trigger the action script. Flash versions up to Flash 9 are supported.
- File Size: 40k initial load, 100k max load
- Must have a backup image.
- Maximum frame rate: 18 fps
- Rich media creatives MUST be trafficked in javascript form, using 3rd party publishing tags (ie, Pointroll or Eyeblaster).

Expandable Ad Guidelines

Initial Panel		Expansion Panel		
Dimensions WxH	Max File Size	Dimensions WxH	Additional Max File Size	Expand Direction
160x600	40k	460x600	60k	Left
300x250	40k	520x300 or 560x600	60k	Left
728x90	40k	728x315	60k	Down

Display Ad Dimensions – Required Ad Sizes

160x600 - Wide Skyscraper



300x250 – Medium Rectangle



728x90 - Leaderboard



Display Ad Dimensions – Recommended Additional Ad Sizes

300x100



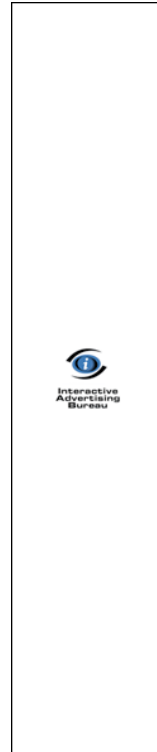
180x150



234x60



120x600



425x600



300x600

