



Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date.

Click URLs

- The click URL is the web site the user is taken to when they click on the ad. The web site will appear in a separate window.
- Advertiser must submit the URL along with advertisement creative.
- Advertisers are responsible for maintaining a working URL.
- 1105 Media does not guarantee any click-through rates.

Copy length

If you submit more text than specified, text will be trimmed. Please submit material according to the guidelines. For your convenience, Microsoft Word has a word count option under the Tools menu. Color scheme is determined by the publisher and ads will be consistent with those color schemes.

Home Page New Product Listing Ad Specifications

- Company Name
- Product name/headline: no more than 8 words
- Product description: 40-60 words total
- Product Image: 100x100 pixels; 72 dpi; Photos not to exceed 15k
- Click URL
 - 1105 Media does not provide any reporting or guarantee of any click-through rates.
- Creative must arrive **5 business days** prior to beginning of campaign start date.

Submit Creative to:

Tammy Renne, Website
Manager
trenne@1105media.com
(972) 687-6776

New Product Category Sponsorship Ad Specifications

- Company Name
- Product name/headline: no more than 8 words
- Product description: 40-60 words total
- Product Image: 200x200 pixels; 72 dpi; Photos not to exceed 15k
- Logo image: 468x60 pixels; 72 dpi; not to exceed 20k
- Click URL
 - 1105 Media does not provide any reporting or guarantee of any click-through rates.
- Creative must arrive **5 business days** prior to beginning of campaign start date.

Submit Creative to:

Tammy Renne, Website
Manager
trenne@1105media.com
(972) 687-6776

Banner Ad Specifications

Insertion Order and Creative Deadlines

Standard size; run-of-site

- Plain gif/jpeg banners: **3 business days** prior to launch date
- Rich media/Third Party banners: **5 business days** prior to launch date
- Targeted ads and other ad formats: Subject to availability. Contact your account representative for more information.
- Banner ad creative is subject to approval.

Submit Banner Creative to:

Plutarco Carrillo, Online
Production Coordinator
pcarrillo@1105media.com
(818) 734-1520, x223

Placement

Banner ads are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

File sizes

- **20K maximum** for GIF and JPG files (also includes animated GIF files).
- **25K maximum** for larger ad sizes (Skyscraper 160x600, Large Rectangle 336x280, and Leaderboard 728x90)
- **30K maximum** for Rich Media files

Third-party ad serving

We accept third-party ad-serving, but impressions are counted and invoices are issued based on our ad serving system, Accipiter AdManager. 15-20% impression tracking discrepancy is expected. All formats will be considered and require extra processing time for testing and implementation. If possible please submit a test ad for any third party ad shown or not shown on the list below.

When submitting third party tags please send both Javascript and I-frame tags and 1105 Online Production will implement the correct set of tags for the sponsored site.

- Atlas DMT
- Bluestreak
- DART MOTIF
- DHTML
- Enliven
- Eyeblander
- Flash
- KlipMart
- Mediaplex
- PointRoll
- Real
- Shoskeles

Flash Files

- When submitting flash files please be sure to implement the following click tag variable in place of the click URL.

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

- A standard GIF or JPG ad must also be submitted with any rich media ad. For when a user does not accept to display rich media ads.

Alternative text

- The alternative text is the wording that appears if the user has turned off banner ad or graphics viewing on their browser.
- Submit up to 50 characters maximum (including spaces) on the Insertion Order. If no alternative text is submitted, the company name will be used.

Click-through URL

- 1105 Media does not guarantee any click-through rates.

Sponsored Textlink Ad Specifications

- One line of copy
 - 70 characters maximum (including spaces).
 - The bolded portion must be specified when copy is supplied.
 - The bolded segment should be your call to action copy and it is always at the beginning of sentence.
 - Following the bolded segment is a colon " : " and any other copy after the colon is un-bolded.
- Click URL
 - 1105 Media does not provide any reporting or guarantee of any click-through rates.
- Creative must arrive **5 business days** prior to beginning of campaign start date.

Submit Creative to:

Plutarco Carrillo, Online
Production Coordinator
pcarrillo@1105media.com
(818) 734-1520, x223

How the Sponsored Links display varies from web site to web site. For an example of how the textlink will appear, please visit the web site to view the Sponsored Links.

Dog Ear Advertising Specifications

What is the dog ear?

- An animated turned page effect at the top right of the page revealing your company logo.
- When the user hovers over that area, the corner of the page peels down to reveal your web page.
- When the user clicks on the area, it immediately takes them to your web site.
- Only one dog ear runs at a time so you have exclusive coverage and impact.
- This ad unit is subject to availability. Contact your account representative for more information.



Deadlines

Advertiser is to supply the creative within a minimum of **7 business days** prior to the expected launch.

Creative

You can choose from one of the following 2 options.

- Option 1 – 1105 builds the ad based off of your logo and an existing web page
 - Logo: vector .EPS or .AI file to be scaled and animated
 - Click URL (page to be revealed when user mouse over dog ear)
- Option 2 – you provide custom images to build the ad
 - Keep in mind that only the top right portion of this graphic will be viewable.
 - Minimized state image: 54 pixels (W) X 42 pixels (H), 10K maximum
 - Revealed image: 400 pixels (W) X 325 pixels (H), 20K maximum
 - Note that the lower left portion will be hidden by the flap (see image above), any relevant content needs to be in the upper right
 - Click URL
 - **GIF and JPG formats:**
 - Standard: GIF, JPG or JPEG (72 dpi, 256 colors)

Submit Creative to:

Plutarco Carrillo, Online
Production Coordinator
pcarrillo@1105media.com
(818) 734-1520, x223