



# Interactive material technical specifications

July, 2007

Size of banners available on:

The size measurement is in pixels.

[Oldhousejournal.com](http://Oldhousejournal.com)

160 x 600; 120 x 600; 120x 240  
728 x 90; 468 x 60  
300 x 250; 250 x 250  
125 x 125

[Traditional-Building.com](http://Traditional-Building.com)

160 x 600; 120 x 600; 120 x 240  
180 x 150; 125 x 125  
728 x 90; 468 x 60

[Period-Homes.com](http://Period-Homes.com)

160 x 600; 120 x 600; 120 x 240  
180 x 150; 125 x 125  
728 x 90; 468 x 60

[Tradwebdirectory.com](http://Tradwebdirectory.com)

160 x 600; 120 x 600; 120 x 240  
180 x 150; 125 x 125  
728 x 90; 468 x 60



## **Banner Specifications**

We will accept ads in JPEG, GIF, animated GIF, and Flash formats. Other formats must be tested and approved on a case-by-case basis. Formats that require the user to download plug-ins other than Flash will most likely be rejected.

Old House Journal Interactive supports most industry-standard online advertising delivery mechanisms. Please inquire with your rep about your Flash usage on our sites.

Old House Journal Interactive banner advertisement sizes comply with the Interactive Advertising Bureau ad unit standards and guidelines.

Ads should not be designed to blend in with the site. Do not mimic colors or editorial fonts.

## **General Materials Guidelines**

All banners must be sized at 72dpi resolution.

While advertisers have creative liberty designing their ads, Old House Journal Interactive reserves the right to decline any advertising. Ads mimicking "alert" windows or false computer message screens will not be accepted. Old House Journal Interactive reserves the right to reject advertising based on content, user impact, distraction factors and other situations. Banners may not flash messages which overly distract the user. Ads should not include fake form elements or other graphic symbols that mimic functionality that does not exist.

Ads that are not clearly defined from the website content page may be required to include a 1 pixel wide border.

Advertisers providing Mouseover text must limit the text to 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.

Flash advertising is not available in e-mail newsletters.

## Available Ad sizes and Maximum file sizes

Below are the size limitations for Jpeg/GIF/Animated GIF banners.

Ad Unit	Dimensions	Max File Size
Leaderboard1	728x90	30K
Skyscraper	120x600	30K
Skyscraper Wide	160x600	32K
Medium Rectangle	300x250	30K
Button	120x60	10K
Tile	120x90	10K
Leaderboard2	468x60	16K
Small rectangle	180x150	18K

\*\*\* All other ad units max file size of 21K

Not all ad units are available on all sites. Be sure to speak with your sales representative regarding specific positions.

## 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.

## General Requirements

We reserve the right to refuse any rich media that does not function properly in testing environment.

We are not responsible for fixing code that does not function properly or causes other problems.

Creative must open a new browser window when clicking through to another site.

Floating ads (such as Eyeblaster) must include a prominently visible close button and may not run more than 15 seconds

Advertising requiring the use of plug-ins like Flash and Shockwave must utilize "sniffer" code to detect if the user has the required plug-in and display an alternate image if the user does not have it. That alternate image (JPG/GIF) must also be included when submitting materials.

## Audio and Video

Old House Journal Interactive follows IAB and accepted industry guidelines for non-assumed broadband connections.

Any interaction with an ad MUST be user-initiated. Ads can only utilize audio or video on user click (or mouse cursor over for at least 3 seconds

An obvious "Play" and "Stop" button must be available.

"Volume and Replay" buttons are also highly recommended.

Audio and video within general advertising placements may last no longer than 30 seconds.

The use of streaming video may allow a file size up to 80K.

The maximum length of the headline portion of a text ad is 45 characters. A teaser, on most sites, must not exceed 75 characters. The combination of both lines may not exceed 100 characters. Capital letters are counted as TWO Characters.

## Cookies from Third-Party Ad Servers

All advertising served by a third party agency using "cookie technology" must submit a link to that agency's "privacy statement" page. 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 by a third party must be provided for testing and approval prior to appearing on the site. Please allow five business days for this testing in advance of your campaign start.

## Flash Ad Specifications

For Flash media, please add a clickTAG as follows:

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

The `_blank` variable is used to open a new window when the user clicks on the ad. This is required on our websites. The click tag MUST be code in a button. The button MUST be on the Top Layer of the SWF.

FYI: we put the URL you want the ad to go to into our system and it takes care of the clickthrough, so that is why you do not put the URL in the Flash ad itself. If there is a specific URL you want us to use, please email it with the SWF file.

If the file is coded correctly, you should be able to view the ad in a browser. The ad should be hot when you mouseover, but should not actually go anywhere when clicked on. Again, our coding will take care of the actual click-through.

## **E-Mail Products**

Old House Journal Interactive must have all HTML and Text version creative for an Email at least seven business days prior to it running. This will allow for four days for upload and testing, two days for client approval and one day to upload the final approved version and schedule for delivery.

Old House Journal Interactive 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 JavaScript are not available in email products.

Subject lines should be provided by advertisers and made as enticing as possible.

Links to PDF, Word documents or other non-traditional "web page" links within an email MUST be clearly identified.

Text versions should be no more than 10K and may not include any image files.

Text for subject line must be provided. Old House Journal Interactive reserves the right to modify subject line text.

A blast that is entirely a linked image is NOT recommended, as today's email platform block images. An HTML email should be a combination of text and images with a call-to-action within the text component

Blast materials should also include a subject line no more than 12 words or 150 characters. We can also run the subject line through a "Spam-Checker Tool" that points out any verbiage that will be picked up by spam filters.

All email HTML must be table-based layouts; using CSS only to control typography and color.

There is a 600 pixels maximum width and up to 100K maximum file size (includes all images and html files).

Full image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>).

We will provide an email as a test.

Clients should provide detailed linking instructions.

Flash advertising is not available in e-mail newsletters or blasts at this time.

## **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.

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