

MNI DIGITAL SPECIFICATIONS 2010



All creative assets are due 7 business days prior to Live date. Any changes to a campaign, including the addition/removal of sites, placements, or sizes may affect the specifications below. Please contact your ad services coordinator in the event of campaign revisions to ensure the specifications are correct. Campaigns may not include all banner dimensions listed below.

Initial Banner Dimensions	File Format Version	File Size	Animation Length	Max Loops	Frame Rate
728x90	flash	30k	15 seconds	3	18 fps
	gif, jpg	20k	15 seconds	3	18 fps
300x250	flash	30k	15 seconds	3	18 fps
	gif, jpg	20k	15 seconds	3	18 fps
160x600	flash	30k	15 seconds	3	18 fps
	gif, jpg	20k	15 seconds	3	18 fps

Upon submittal, please denote a click through URL/Landing Page for each creative.

This URL will be used such that when a click through occurs, the browser will first contact the ad server to count the click and then go to the click through site.

Tracking user clicks using getURL actions

Adobe currently recommends a "clickTag" method to track clicks for flash ads. This method uses variables to pass the click tracking string and URL into the Flash creative movies. As a result, the only text in the URL box is `_level0.clickTag`. Be careful of the capitalization on clickTag. The `_level0`. (underscore level 0 period) part is included for 'pathing' purposes to ensure that Flash can properly locate the variable. Here is what the coding will look like when you are done:

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

Because clickTag is a variable, the text that is entered into the URL box is an expression. When the movie plays, the expression will be evaluated and replaced with the click tracking string and the destination URL.

The target window for the click through URL must be set to `"_blank"` so the click through will open in a new window per our requirements. Never leave the target statement undeclared.

Contact

Media Networks, Inc., One Station Place, Stamford, CT, 06902, Attn: Ad Services
Phone: 800.225.3457, fax: 203.967.6473, adservices@mni.com

Please note:

All animation must end by 15 seconds or 3 loops, whichever comes first. Please include back-up gifs/jpgs for each flash file. All banners must have at least a 1 px border.