

## BusinessWeek Online Ad Specs

### 1. Banner Information:

Gifs and Jpegs

Banner Sizes:	File Sizes
728x90	18K
468x60	12K
140x800	18K
120x600	15K
300x250	15K
180x150	6K (No Flash)
120x90	4k
120x30	4k (No animation)
88x31	3k (No animation)
3 loops maximum	

Out of banner ads -- Interstitials

Type of Banner:		File Sizes
Pop-Ups	550x480 pixels or smaller	39K
Pop-Unders	550x550 pixels or smaller	40K
Unicast	see section #3	
Shoshkeles	see section #3	
Eyeblaster	see section #3	
Eyewonder	see section #3	
Klipmart	see section #3	

**\*\*all ad click through urls must open a new browser window (target = "\_new")\*\***

### 2. Rich Media:

#### Flash

If BusinessWeek Online is to host the Flash (swf) file, then the creative needs to be developed as per DoubleClick's click tracking instructions found here:

[http://www.businessweek.com/sponsors/richmedia/click\\_tracking\\_in\\_Flash.html](http://www.businessweek.com/sponsors/richmedia/click_tracking_in_Flash.html)

or

as per Macromedia's Flash Tracking Kit instructions for click through buttons found here:

[http://www.macromedia.com/resources/richmedia/tracking/designers\\_guide/index.html#clicktag](http://www.macromedia.com/resources/richmedia/tracking/designers_guide/index.html#clicktag)

NOTE: We do not accept 'parent/child' type Flash banners.

<b>Banners Sizes: (Flash, Java or HTML)</b>	<b>File Sizes</b>
728x90	Up to 20k initial load Up to 3 additional loads of up to 50k each may be initiated after a user interacts with the skyscraper
468x60	Up to 15k initial load Up to an additional 85k may be loaded after a user interacts with the banner
140x800	Up to 20k initial load Up to 3 additional loads of up to 50k each may be initiated after a user interacts with the skyscraper
120x600	Up to 20k initial load Up to 3 additional loads of up to 50k each may be initiated after a user interacts with the skyscraper
300x250	Up to 25k initial load Up to 3 additional loads of up to 50k each may be initiated after a user interacts with the rectangle
550x550 Pop-Ups	100k maximum file size

## Unicast

Ad Gallery:

<http://www.unicast.com/gallery/index.asp>

Specs:

<http://www.unicast.com/formats/specs.asp>

Full Screen Superstitial: Full page, 15 seconds maximum run time and 300k file size. Must have a skip option.

In Between-Page Ads (Superstitals): Dimensions: 550 x 480 pixels, File Size: 300k, Time limits: 30 seconds. Must include a 'close' or 'X' clickable link to close ad

In-Page Ad Unit (ENLIVEN Format):

File Size for all In-Page Ad Units:

Initial Load: up to 30k

Expand: up to 100k

Click for HTML window with ad content: up to 300k

Banner Dimensions: 468 x 60 pixels

Expand Dimensions: up to 468 x 560 pixels max

In-page Box Dimensions: 250 x 250 pixels, 300 x 250 pixels

Expand Dimensions: (varies dependent on creative execution)

Skyscraper Dimensions: 120 x 600 pixels, 160 x 600 pixels

Expand Dimensions: up to 360x600 pixels, 450x600 pixels max

Sound: Must have mute button.

Looping: Flash movie may play up to 3 times through

Video: Auto-play upon load (must have a pause or stop button).

Other: A "close" or "X" clickable link must be included in the expand portion of the ad

Over-Page Ads (Ad4ever's Top Layer): Complete File Size: 100k max  
Display Area: No greater than 700x400 pixels  
Time limits:  
Teaser: 5 to 8 seconds max  
Reminder: 20 seconds max. The reminder must land on a banner ad. Main Interaction: N/A  
Dimensions:  
Teaser: Dimensions: N/A  
Reminder: Dimensions: up to 150x150 pixels max. The reminder must land on a banner ad.  
Main Interaction: Dimensions: N/A (must not exceed the 700x400 display area)  
All Over-Page ad phases must include a "close" or "X" clickable link to close.

## **Eyeblaster**

<http://www.eyebalster.com/WebSite/default.htm>

Click on 'Ad Formats'

Ad Gallery:

<http://www.eyebalster.com/WebSite/Gallery.htm>

Commercial Break: Must be no longer than 8 seconds and must have a skip and/or close button.

Window ad "interstitial": Should run no longer than 30 seconds and must have a "close" button.

Window ad - streaming video: Should run no longer than 30 seconds and must have a "close"/"pause" button.

Full-page overlay: Must have a close button and be no longer than 8 seconds. The reminder must land on a banner and should have a "close" button.

Floating ad: Reminder must land on a banner and have a close button. The floating ad and banner need to be launched from separate ad tags.

Expandable banner: The expandable part needs have a close button.

Wallpaper ad: Reminder must land on a banner and must have a "close" button.

Polite Banner: 15k initial load and up to 85K additional.

## **Shoshkeles (United Virtualities)**

Campaign Gallery: <http://www.unitedvirtualities.com/demo/slide1>

Demos: <http://www.unitedvirtualities.com/demo/rhinocort>

Traditional Shoshkeles:

Reminder must land on a banner and have a close button. The floating ad and banner need to be launched from separate ad tags.

Interstitial Type:

Should have a "close" button. Must not remain on the site longer than 30 seconds.

Commercial Break unit:

Must have a skip or close button. Must not remain on the site longer than 15 seconds.

Shosk TV:

Must have a "stop" button and a "close" button. Should not be longer than 7 seconds.

<http://www.unitedvirtualities.com/>

Click on 'things' for UV's product line.

Click on 'talk' for Sales Training Support under 'Publishers and Networks'.

## **PointRoll**

Products Overview:

<http://www.pointroll.com/Products/Overview.asp>

Creative Specs:

<http://www.pointroll.com/Docs/Specs/>

Note: PointRoll ads will only be served through Internet Explorer due to some issues with Netscape.

### Eyewonder

<http://www.eyewonder.com/advertising/ad.cfm>

In-Page ad units:

<http://www.eyewonder.com/showcase/inpagedemos.cfm>

All streaming video banners must have a "stop" or "pause" button.

### Klipmart

Demos: <http://www.klipmart.com/2003/advertisingproducts.htm>

In-Page: Video portion must have a mute or stop button.

In-Between Page: Pop-ups must have a close button and the video must have a mute or pause button.

### The FeedRoom Ad Specs (VideoViews)

<http://www.businessweek.com/sponsors/adspecs/FeedRoomSpecs.html>

*\* BusinessWeek Online is open to new technologies not listed above. Ask your account manager.*

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### 3. Newsletter:

**No rich media** is to be used in newsletters.

ALL newsletters have a Text and an HTML version.

TEXT Newsletter Ad Specs:

Text ad: 6 lines (including URL), 72 characters per line.

HTML Newsletter Ad Specs:

728x90 or 468x60 banners, 140x800 skyscrapers and 300x250 ad unit.

**Please submit ALL newsletter ads to BWOL Ad Production, ([bwadmaster@businessweek.com](mailto:bwadmaster@businessweek.com)), three business days prior to the ad's run date.**

**PLEASE NOTE: This applies to ALL newsletters.**

URLs for newsletter text ads are redirected by our email vendor, AIG, meaning that the URL will not appear in the Newsletter as the advertiser submits it to us. The destination of the URL will remain the same, however, its appearance will change. Advertisers need to specify whether or not they wish for their URL to be redirected otherwise we will assume that the URL can be physically altered. AIG redirects URLs so that it can

track clicks for the given ad.

Newsletter Schedule		
Newsletter	Deployment Date	Delivery Date
BW Insider	Thursdays	Fridays
BW Market Week Ahead	Thursdays	Fridays
SmallBiz	Mondays	Tuesdays
MBA Insider	Tuesdays	Wednesdays (every two weeks -- alternates with Careers)
Careers	Tuesdays	Wednesdays (every two weeks -- alternates with MBA)
Technology	Mondays and Thursdays	Tuesdays and Fridays
Europe Insider	Mondays	Tuesdays

**NOTE:**

If there is one advertisement, it will be placed at the top of the email, below the heading. Any subsequent ads will be placed in the middle, with the exception of Market Week Ahead which does not have an in-mail position.

#### 4. Email Offers

Instructions:

Text

1. Simple text file (example emailblast.txt)
2. Please format file exactly the way you want it to look (example spaces and new lines)
3. Include links (all links will be tracked unless otherwise instructed)
4. Length and size of file does not matter; however use your judgment (you don't want to make it too long and wordy).

HTML

1. Because this offer is going to various email clients and each one renders pages differently, we ask that you don't use any technologies such as flash, java, etc. Animated images are fine and encouraged.
2. Please DO NOT use style sheets. Use font tags only.
3. Please use standard html coding compatible for both ie and netscape
4. Please create files compatible for the following browsers:
  - a. Internet Explorer 6 and 5+
  - b. Netscape 6,2 and 4.5+
5. Include links (all links will be tracked unless otherwise instructed)
6. File size should not exceed 85kb (anything over may result in a "slow loading" of the page)
7. Please send a separate zip of all images (BusinessWeek will host or redirect images unless otherwise instructed).
8. Please keep width of tables to 765 or under.

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## 5. Mobile

AvantGo Specs

Text Ads: **2 Lines of text**

Approx. 70 characters including spaces and punctuation broken in to two lines

**OR**

**a small graphic** (24x150 pixels).

The graphic should be <1.1K, 8 bit color depth(Legible in 2-bit dithered).

This ad links to an HTML page with a maximum width of 150 pixels and scrolls to a maximum of 5 screens deep.

The landing page should be 15K or less of HTML 3.2 and 20K or less of images (all of which are sized to fit on a Palm screen). Virtually no JavaScript is supported.

Forms can be supported in the ad pages. The results will be cached and forwarded on synch. There are limitations on what can be done, but we will be happy to work with you to come up with a solution that works for you.