

# Tech Specs for NG Online Advertising

Banner Creatives:	Standard: GIF, JPEG	Rich Media: HTML, JavaScript, Flash, Enliven, CGI, Page Wrappers, Interstitials, Pop-Ups and Pop-Unders
Ad Unit Sizes:	468x60, 120x600, 120x90, 120x60, 728x90, 160x600, 300x250, 336x280	
Newsletters:	160x600 and 25-Word Text with Linking URL	
Ad File Size:	728x90, 160x600, 120x600, 300x250, 336x280 - 20K gif/jpg, 30K Flash; 468x60 - 12K gif/jpg, 20K Flash; All Other Sizes - 12K	
Looping Restrictions:	None	
Delivery Deadline:	<input type="checkbox"/> 5 Full Business Days for Standard Media <input type="checkbox"/> 7 Full Business Days for Rich Media <input type="checkbox"/> 3 Weeks for Newsletter	
Branding:	All ads must include advertiser branding in the form of advertiser name and/or logo	
Production Contact:	Helen Serrano: +1 202 457 8468 E-mail: <a href="mailto:hserrano@nationalgeographic.com">hserrano@nationalgeographic.com</a>	
Cancellation:	After the initial 30-day period, an ad campaign may be cancelled with 30 days' written notice. Cancellation policy may vary for sponsorships and production-based programs.	

## Additional Information:

- Provide linking URL, Alt text and rotation instructions for each ad unit.
- All ads, including third-party ads, MUST be tested for approval.
- All artwork must be accompanied by alternative text. Alt text should be no more than 50 characters (spaces included).
- Longer lead-times are required for copy rotations of more than five ads per month.
- Newsletters are issued on a biweekly and/or monthly basis. Please contact your regional sales representative to coordinate timing and availability.
- Shockwave Flash banners must be created using the clickTag format. Please see DoubleClick's site for instructions:  
[demo.doubleclick.net/generators/docs/designer\\_version.pdf](http://demo.doubleclick.net/generators/docs/designer_version.pdf).
- HTML sniffer code must be implemented in order to detect whether a user's browser is capable of displaying the Shockwave Flash file. A back-up banner should be displayed if the user cannot accept Shockwave Flash. Nationalgeographic.com will not approve HTML sniffer codes, which prompt the user to download a plug-in. A back-up banner is required for all rich media ads.
- In order to track clicks on forms, "method=get" must be used. (Forms with "method=post" can run through DART, however clicks cannot be tracked.)
- A banner may not produce audio or video without user initiation. Once audio/video begins, there must be a clear "pause" or "stop" button. Banners that expand on click must have a clear "close" button and retract when the mouse is off banner. Set <form> and <a> tags to: target="\_top"