

Newsweek Advertising Specifications

General Ad Requirements

- We accept GIF, JPEG, Rich Media & Third Party Served ads.
- 30-second maximum for any animation.
- Creative with a white background must have a minimum 1-pixel border to differentiate ad from editorial content. Newsweek reserves the right to give 24-hours notice prior to pausing a campaign if this spec is not met.
- Any sound must be user-initiated, defined as a click and not a mouseover or rollover, and clearly labeled with "Play" and "Stop" controls.
- Up to 100K in polite download is allowed. Polite download is the portion of the ad that loads once page content loads.
- Up to 3 additional loads of up to 50K each may be initiated after a user moves their cursor over or clicks on the ad.
- The Flash frame rate must be less than 18 frames per second; twelve frames per second is preferred.
- Full flash ad specs are listed at the end of this document.
- News site advertising cannot be directly competitive and/or disparaging to Newsweek.com.
- News site advertising cannot promote specific features of their online coverage and/or site in their ads on Newsweek.com.
- All public policy, advocacy, political or candidate advertising must include a "Paid for by ____" label on all frames of the ad. It must be clear who placed the ad.
- Public policy, advocacy, political or candidate advertising cannot receive roadblocks (100% ad ownership of a page or section). Newsweek.com only allows up to a 50% share of voice for political advertising.
- All advertising content must be clearly differentiated from editorial content. We reserve the right to reject any ads that are disparaging to Newsweek.com or have potential for user confusion.
- Video within standard ad units follow standard ad guidelines and specs.

Email Ad Requirements

- We accept GIF, JPEG and Third Party Served Ads (but only with redirects).
- E-mail newsletter ads cannot use rich media.
- All ads must have a white background.

Flexible Ads

- Ad Sizes are 300x250px, 336x850px, and 160x600px

Standard In-Page Ads

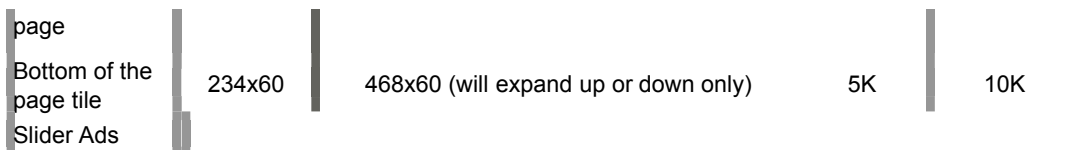
Product	Pixel Size	File Size Non Rich Media	File Size Rich Media
Half Page Ad	300x600, 336x850	30K	40K
<u>Big Box</u>	300x250, 336x280	20K	30K
<u>Leaderboard</u>	728x90, 900x90	20K	30K

<u>Skyscraper</u>	160x600	20K	30K
Rectangle	180x150	5K	5K
<u>Tile</u>	234x60	5K	5K
<u>Sponsor Logo</u>	88x31	5k	n/a
Video within standard ad units	Adhere to standard ad unit guidelines. If Newsweek.com is streaming video, accepted video file formats are listed under video lead-in ad specs		

Expanding Ad Guidelines:

- Expanding ads are subject to frequency capping. Non user-initiated expanding ads are frequency capped at one per user per 24 hours.
- Expanding ads must be user-initiated. User-initiated standard ad units expand beyond standard size on mouse-over and must include language to indicate rollover functionality, such as "roll over to learn more" or "roll over to expand." Non user-initiated expanding ads are accepted on a case-by-case basis.
- Expanding ads must have a PROMINENT "CLOSE X" button, not less than 10-pt type, in the upper right hand corner of the expanded portion of the ad. EXCEPTION: Slider ads must have a 16-pt Arial font "CLOSE X" button in the upper left corner of the expanded portion of the ad.
- Expanding ads may only be viewed on certain browsers and operating system platforms. Newsweek.com will test expanding ads and will not show the ad for any browsers or operating systems where the technology causes system instability. At present Newsweek.com expanding ads will only be delivered to the Windows version of Internet Explorer 5.5 and above.
- Up to 100K in polite download is allowed.
- Expanded portion MUST automatically close when the user's cursor moves off the ad.
- Expanding skyscrapers MUST open to the left, since Newsweek.com has skyscrapers on the right side of the page.
- Expanding leaderboards MUST expand down, because Newsweek.com has leaderboard placements on top of the page.
- Expanding big boxes MUST expand to the left, because Newsweek.com has big box placements on the right side of the page.
- Expanding rectangles MUST open to the left, because Newsweek.com has them on the right side of the page.
- 234x60 tiles along left side of page units can expand up, down, or right (NOT left).
- 234x60 tiles along bottom of page can expand up or down (NOT right or left).
- Newsweek.com does NOT allow expanding half page ads or 160x60 tiles.
- All expanding ads must be submitted with non-expanding back ups.

Product	Pixel Size	File Size	
		Non Rich Media	Rich Media
<u>Big Box</u>	300x250, 336x280	610x250, 606x280	20K / 30K
<u>Leaderboard</u>	728x90	728x360	15K / 20K
<u>Skyscraper</u>	160x600	360x600	20K / 30K
Rectangle	180x150	300x150	5K / 10K
Top tile, left column of page	234x60	468x60 (can expand up or down) 234x120 (can expand right only)	5K / 10K
Middle tile, left column of	234x60	468x60 (can expand up or down) 234x120 (can expand to the right only)	5K / 10K



Floating Ad Guidelines

- Non-user initiated floating ads must close within 15 seconds. On the homepage only, floating ads must close within 7 seconds.
- All animation within the resolving ad unit must self-terminate within 30 seconds.
- Frequency caps are required. One floating ad per user per 24 hours.
- Background must be opaque.
- All floating ads must have a PROMINENT "CLOSE X" button on an opaque background, not less than 10-pt type, in the upper right hand corner of the floating ad. The close button must clearly be attached to the floating portion of the ad.
- Floating ads may only be viewed on certain browsers and operating system platforms. Newsweek.com will test floating ads and will not show the ad for any browsers or operating systems where the technology causes system instability. At present Newsweek.com floating ads will only be delivered to the Windows version of Internet Explorer 5.5 and above.
- Up to 100K in polite download is allowed.

Product	Pixel Size	File Size Non Rich Media	File Size Rich Media
Floating Ads	Varies	20K	40K

Pop-Under Ads

- Pop-Under must automatically launch in new browser window which loads under the browser window currently in use.
- Frequency caps are required.
- The creative must not contain the actual logic to the pop-under. Newsweek.com will take care of all pop-under logic.
- The pop-under window will have no menu bar, toolbar, status bar or scroll bars.
- The window will have a title bar with Newsweek's name in it.

Product	Pixel Size	File Size Non Rich Media	File Size Rich Media
Pop-Under Ad	720x300	20K	40K

Full Page Takeover

- Newsweek.com reserves the right to approve all creative prior to launch.
- Newsweek.com only accepts Iframe, SWF or JPEG ads.
- Frequency caps are required. One full-page takeover per user per 24 hours.

- Homepage takeovers have 3-day sequential maximum. Preferred guideline is 2 days.
- Up to 15 seconds animation max. For homepage only, up to 7 seconds animation max.
- Newsweek.com will add approved header (below) to the unit.
- Ad must be opaque.
- Approved Newsweek Header (required)
- Up to 100K in polite download is allowed.
- Full-page takeovers on Newsweek.com must be third-party served.
- **For testing purposes, creatives must be submitted at least three days prior to launch.**

Product	Pixel Size	File Size Non Rich Media	File Size Rich Media	Animation Time
Full Page Takeover Ad	760x425	20K	30K	7 seconds max on homepage; 15 seconds max non- homepage
Peelback*	Peelback main creative 160x60, Peelback fold over creative 800x800	main creative 5K	fold over creative 100K	30 seconds
Slider Ads		Click here for specific guidelines and Flash commands .		

*Must be built by a 3rd party vendor such as PointRoll.

Video Pre-Roll Guidelines

- Newsweek.com allows: 15 video ads to appear before appropriate editorial video.
- The streaming video ad is clickable and has pause, play and mute buttons.
- [Click here](#) for file size, formats and additional specifications.

Podcast Advertising Guidelines

- Podcast :15 audio ads appear before relevant editorial podcasts.
- Must be submitted as an audio file; mp3 is preferred format.
- Newsweek.com recommends the advertiser creates more than one audio advertisement.

Political Advertising Guidelines

- All public policy, advocacy, political or candidate advertising must include a "Paid for by____" label on all frames of the ad. It must be clear who placed the ad.
- All advertising content must be clearly differentiated from editorial content. Newsweek.com reserves the right to reject any ads that are disparaging to Newsweek or have potential for user confusion.
- Public policy, advocacy, political or candidate advertising cannot receive roadblocks (100% ad ownership of a page or section)—Newsweek.com only allows up to 50% share of voice for political

advertising.

WAP Advertising Guidelines

To provide an optimal experience on the variety of screen sizes on the market, we request that each advertiser provide 4 versions of their banner. Please follow the MMA guidelines below.

Product	Pixel Size	File Size
X-Large Banner	305 x 64 pixels	3k
Large Banner	215 x 34 pixels	2k
Medium Banner	167 x 30 pixels	2k
Small Banner	112 x 20 pixels	1k

Flash Advertising Specifications

- Newsweek.com accepts up to Flash 8.0.
 - A back-up GIF must be trafficked along with the file for those users unable to see the Flash creative.
 - If sending Flash creative itself, the following information must be sent to Newsweek.com:
 1. SWF file
 2. FLA file
 3. Copies of fonts used in the FLA file
 4. back-up GIF
 5. the background color of the creative
 6. the version of flash that a user must have in order to see the flash creative
 7. an indication that the clickTag method has been used
 8. note the "opaque" parameter within the object to ensure that the Flash Ad will appear behind Eyeblander ads.
- ```
<PARAM NAME=wmode VALUE="opaque">
```
- For the ad to be made clickable, **clickTag code** (shown below) should be attached to an invisible button. An invisible button (a button that contains only a hit state) should be the same size as the ad unit and placed on the topmost layer of the Flash file. This code allows DoubleClick to track the clicks for the ads.

```
on (release, releaseOutside) {
 getURL(_root.clickTag, "_blank");
}
```
  - **Additional Notes:**
    - Invisible buttons must be placed on the topmost layer of the file. Buttons placed on layers below the invisible buttons will not display and will not respond to mouse interaction. No 2 buttons should overlap.
    - Please make sure that there are no spaces in the name of the file.
    - Flash files should follow standard IAB file size limitations of: 30K for 728x90, 300x250, 160x600, 120x600, and 468x60; and 40K for half page ads.
    - Ads which load additional files should load these files from absolute URLs (i.e., http://www., etc.). Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the ad.
    - Animation should last no longer than 30 seconds.