

2010 HOUR MEDIA WEB ADVERTISING SPECIFICATIONS

WEB BANNER AD SPECIFICATIONS

Acceptable formats: GIF, JPG, PNG, SWF, FLA native.
All colors saved in RGB for web.

BANNER: 468 x 60 pixels
FILE SIZE: 20K MAX

LEADERBOARD: 728 x 90 pixels
FILE SIZE: 30K MAX

ISLAND: 300 x 250 pixels
FILE SIZE: 25K MAX

WIDE SKYSCRAPER: 160 x 600 pixels
FILE SIZE: 25K MAX

FLASH AD SPECIFICATIONS

FILE FORMAT: Macromedia Flash 7 Compatible SWF File
ANIMATION: 15 Seconds Maximum
FRAME RATE: Maximum 18 FPS or lower, ideally 12 FPS

BACKUP GIF/JPG: A backup GIF/JPG must be provided for non-Flash users. The GIF/JPG should follow the size rules outlined above.

DESTINATION URL: Please **DO NOT** hard-code links within your Flash files. The destination URL should be provided along with your creative, to allow for click-tracking.

ActionScript changes will need to be made by the Flash developer who authored the original creative source.

RICH MEDIA

Hour Media Web sites accept HTML, JavaScript, and iframe ads provided by a known third-party ad serving company.

THIRD-PARTY AD SERVING AND CLICK TRACKING

Third-party ad serving and click tracking will only be accepted from a reputable company such as Atlas, DoubleClick or PointRoll. If you are unsure about our acceptance of third-party services, please contact one of our ad coordinators.

Questions should be directed to (248) 691-1800.

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HOUR
MEDIA

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