

# ONLINE ADVERTISING SPECS

## AUTOMOTIVE - IN-MARKET



### ONLINE ADVERTISING SPECS STANDARD UNITS

AD SIZES: 300x600: 75kb.  
300x250, 728x90: 50kb.  
250x90: 15kb (Cannot be animated).

FILE TYPES: JPG, GIF, Flash, HTML.

MAX LOOPS: 3 Loops (15 seconds per loop).  
Ads submitted cannot loop more than 3 times.

FLASH VERSIONS ACCEPTED: 8 or below.

NOTES FOR FLASH CREATIVES: For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have the exported SWF sent to us. Back-up GIFs should be supplied with the SWF files and be under 50kb in file size.

CLICK TAGS FOR FLASH (case sensitive):  
`on (release) {  
 getURL (_level0.clickTag,"_blank");  
}`

### ONLINE ADVERTISING SPECS RICH MEDIA UNITS

We accept all DART-supported forms of rich media including the following:  
Sizmek, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

EXPANDABLE SIZE MAX (click to expand):

INITIAL SIZE	EXPANDED SIZE	EXPANSION DIRECTION
300x600		
300x250	450x250	Left
728x90 (top)	728x180	Downwards
300x175	450x175	Left

CLOSE METHOD: click or roll off.

PINNING: we allow pinning, there must be a prominent "close" button.

INITIAL FILE SIZE: 50kb.

MAXIMUM FILE SIZE, EXPANDED STATE: 100kb.

CLOSE BUTTON: required.

INITIAL ANIMATION: 15 seconds.

MAX LOOPS: 3 loops (15 seconds/loop).

VIDEO: non-user initiated.

AUDIO: user initiated.

MAX VIDEO/AUDIO LENGTH: 15 seconds.

AUDIO/VIDEO BUTTONS REQUIRED: Play, Stop, Pause, Mute, Restart.



**PLEASE MAKE SURE ALL ADS ADHERE TO CHECK-LIST ABOVE OR THEY WILL NEED TO BE RE-SUBMITTED.**