

## Standard Media Units

### ▶ LEADERBOARD

**Pixel Size:** 728 x 90

**Max File Size:** 40k

**Position Availability:** Section Level / Article Level

### ▶ SKYSCRAPER

**Pixel Size:** 160 x 600

**Max File Size:** 40k

**Position Availability:** Philly Cars / Philly for Sale / Philly for Rent / Newsletter

### ▶ MEDIUM RECTANGLE

**Pixel Size:** 300 x 250

**Max File Size:** 40k

**Position Availability:** Homepage / Section Level / Article Level

### ▶ HALF PAGE

**Pixel Sizes:** 300 x 600

**Max File Size:** 40k

**Position Availability:** Homepage / Section Level / Article Level

### ▶ HALF BANNER

**Pixel Sizes:** 234 x 60

**Max File Size:** 40k

**Position Availability:** Homepage / Section Level

### ▶ POP UP / UNDER

**Pixel Sizes:** 300x300, 300x250, 250x250, & 720x300

**Max File Size:** 40k

**Position Availability:** Homepage / Section Level / Article Level

**Frequency Cap:** 2 in 24 Hours Per Unique

### ▶ MOST VIEWED SPONSORSHIP

**Pixel Sizes:** 300 x 40

**Max File Size:** 30k

**Position Availability:** Within “Most Viewed Articles” Component

### ▶ BADGE

**Pixel Sizes:** 160 x 60

**Max File Size:** 30k

**Position Availability:** Inquirer Homepage, Daily News Homepage

## Rich Media Ads

### ▶ SLIDING PENCIL

**Pixel Size:**

Collapsed Pencil (“Leave Behind”) 1003 x 28

Expanded Pencil 1003 x 200

**Max File Size:** 55k

**Position Availability:** Appears below the Navigation Bar on the Homepages.

**Frequency Cap:** 1 in 7 Days Exclusive

### ▶ FLOATING ADS

**Pixel Size:** Up To 300 x 300

**Max File Size:** 55k

**Frequency Cap:** 2 in 24 Hours Per Unique

### ▶ FLOAT-TO-IN-PAGE ADS

**Maximum Area:** 700 x 600

**Max File Size:** 55k

**Position Availability:** May float to any Rectangle, Leaderboard, or Skyscraper.

### ▶ SPOKESPERSON ADS

**Maximum Area:** 250 x 250

**Max File Size:** 55k

**Position Availability:** Homepage Interstitial.

### ▶ EXPANDING ADS

**Pixel Size:**

Unit	Collapsed	Expanded
Leaderboard	728 x 90	728 x 300
Skyscraper	160 x 600	300 x 600
Medium Rectangle	300 x 250	600 x 250
Half Page	300 x 600	500 x 600
Half Banner	234 x 60	250 x 175

**Max File Size:** 55k

**Position Availability:** Any Rectangle, Leaderboard, Skyscraper, Half Page, or Half Banner may expand.

## General Guidelines

- In-page animation of any kind may run for a maximum of 30 seconds without being re-initiated by the user.
- Ads may loop for a maximum of 6 times without being re-initiated by the user.
- All Interstitial and Overlay Ads must display a prominently visible Close button at 10pt type.
- Ads incorporating uninitiated sound are accepted on a case-by-case basis. All proposed sound must have clearly labeled Play and Stop buttons.
- Mouse-over interaction with an ad cannot link a user to a new web site.
- Ads may not imitate dialog boxes or simulate an error message or alert.
- Ads may not use target “game-style” interactivity (“Punch the Monkey”) to incite user interaction.
- Ads may not be “Flashy” or “Blinking”.

## Ad Acceptance

Philly.com will not accept ads of the following types:

- Online Gambling
- Adult oriented
- Sexual content deemed inappropriate for Philly.com

## POD Guidelines

- Advertiser must provide HTML document, associated image files, and back-up text.
- The page may not exceed 600 pixels in width.
- Image file types are limited to .JPG and .GIF. Video, audio, Flash, and Rich Media are not permitted in a POD.
- The included image must be 600px in width, and not exceed 400px in height.
- Only basic HTML is accepted. Java, Javascript, and inline styles referenced to external style sheets are prohibited.
- Subject and body text should avoid terms filtered by junk email filters.
- P.O.D.'s are limited to 1 message send per day. 1 per Category, per 7 Days.
- The email creative must be tested in an email client before submitting to Ad Operations.

## Rich Media Guidelines

### ► FLASH

- The initial load may not exceed file size & animation limits for the ad position being targeted.
- The frame rate may not exceed 18 frames per second. 12 frames per second is preferred.
- Flash ads served by Philly.com must be submitted with the .FLA file, the .SWF file, and a back-up .GIF file.

### ► FREE FORM OVERLAYS (Floating Ads)

- Overlay ads may run a maximum of 15 seconds.
- Must display a prominently visible Close button.
- Sound uninitiated by user must obtain prior approval.

### ► EXPANDABLE ADS

- Expanding ads must be user-initiated on mouse over and include language indicating rollover functionality.
- Must display a prominently visible Close button.
- Expanded portion must close automatically when user's cursor moves off ad.
- Sound uninitiated by user must obtain prior approval.

### ► INTERSTITIALS (Pop-up and Pop-under Ads)

- Dimension limits are: 300x300, 300x250, 250x250 and 720x300.
- Ads incorporating sound are accepted on a case-by-case basis.
- Frequency is limited to 1 every 24 hours per unique visitor.

### ► STREAMING VIDEO

- Video must include a button to stop / pause the video.
- The user cannot be prompted to download an audio / video player. Ads incorporating sound are accepted on a case-by-case basis.
- Streaming video must be Flash-based.
- Sound uninitiated by user must obtain prior approval.