

# DIABLOMAG.COM

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## AD SPECS

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Ad Unit Sizes (maximums)	Dimensions (px)	Max File Size Static Image Ads	Max File Size Rich Media Ads
Leaderboard	728 x 90	60K Max	80K Max
Category Sponsorship	728 x 90	60K Max	80K Max
	300 x 250	60K Max	80K Max
Island ad	300 x 250	60K Max	80K Max
Homepage Pushdown	970 x 90	60K Max	Not supported
	970 x 415		
Fixed Footer	1200 x 40	60K Max	Not supported
	768 x 40		
	480 x 40		
Half-page ad	300 x 600	60K Max	80K Max

### Static Image Ads (GIF/JPG)

Please provide:

- .JPG, .GIF, or animated .GIF
- Click through URL

### Rich Media Ads

Supported formats: Flash (SWF), Third-Party hosted media

### Third-Party Hosted Ads\*:

- Initial file load may not exceed 80k
- Polite or expanding load may not exceed an additional 100k
- No limit on streaming video load
- Third-party tags must be supplied in a text file or an Excel document
- Clickthrough URL
- Accepted Third-Party Vendors (including but not limited to): Google - DART for Publishers, Google - DART for Advertisers, ADTECH Helios, MediaMind, Eyewonder, Mediaplex, Microsoft - Atlas, Pointroll

### Flash Ads\*:

- File Format: Macromedia Flash 7 Compatible SWF file (lowest common denominator)
- Animation: 15 seconds maximum
- Frame Rate: maximum 18 frames per second or lower, ideally 12 fps
- A backup .gif/.jpg must be provided for non-flash users (according to static image specs above)
- *Please see next page for instructions to create an SWF creative file for use in Open AdStream*

**\*Important:** We do not accept Flash or 3rd party creatives that have been built using EBLoader JS or XMLHttpRequest as these means affect end user experience. We recommend Google Web Designer for Flash or HTML5 files.

## Creating an SWF Creative File for Use in Open AdStream (OAS)

These instructions are intended for Flash Versions 7, 8, and 9 using ActionScript 2.0. ActionScript 3.0 is not recommended; currently, pop-up blockers only allow the 'onRelease' command. Unfortunately, this command has been removed in ActionScript 3.0.

### Setup Steps:

1. A clickable flash object such as a button or "hitarea" in the flash movie clip will require some actionscript attached to it.
2. Associate the "on(release)" event with that object.
3. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
4. Place the click tag actionscript (listed below) as the instructions for the "on(release)" event.

For a Button Use:

```
on (release)
{
    getURL(_root.clickTAG, "_blank");
}
```

Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

### Additional Notes:

1. If the whole file is meant to be clickable, a transparent button should be placed on the top layer of the SWF.
2. In order to track clicks within OAS, the SWF **must not** be setup with a hardcoded click URL.

### Method of Delivery:

Direct files and questions to Victoria Lau at [vlau@diablopubs.com](mailto:vlau@diablopubs.com). Provide third party tags in a text file.

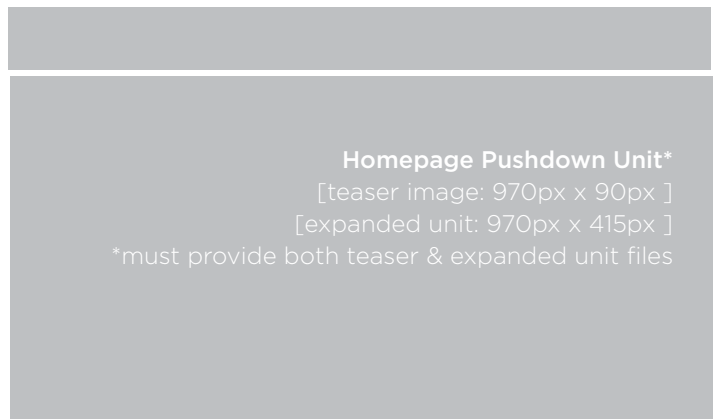
### Deadlines:

Camera-ready materials are due 1 week prior to live date. Late materials will be accommodated for the remainder of the insertion. Allow 1-2 days for posting depending on the insertion. Rush charges may occur to accommodate late materials.

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All campaigns will be confirmed after receipt and inspection of provided materials. Requests for complex analytics programs to be billed additional and quoted upon evaluation of the request.

### Advertising Units:



### Fixed Footer Unit\*

*\*must provide all sizes for mobile and tablet optimization*

