



2012 Online Advertising

Online Banners

Banner ad sizes

Leaderboard Banner -	728 x 90, Static-40k /Flash-40k
Medium Rectangle -	300 x 250, Static-40k /Flash-40k
Skyscraper -	160 x 600, Static-40k /Flash-40k
Button Box -	120 x 120, Static-20k /Flash-20k
Button Box 2 -	120 x 60, Static-20k /Flash-20k(Exclusive Sponsor Channel)
Micro Banner -	88 x 31, 10k (News Sponsor, Quick Poll Sponsor,)
Interstitial (Roadblock) -	640 x 480, Static-80k /Flash-80k
Recruitment Ad -	450 x 255, Static-40k /Flash-40k
Text Link -	65 Characters & Click-thru URL

File Format - GIF/Animated GIF, JPEG, Rich Media, or HTML code accepted (pending approval). URL address required for click-through.

Rich Media(HTML) - must contain a placeholder in the ad code for the click tracking

Text Link - Must be text characters accompanied by Click URL, Tags are not accepted

Flash – 18 Frames Per Second (FPS) max, Flash banners must be accompanied by a back up .gif or .jpg contain hardcoded URL or contain ClickTags, the following format is preferred:

```
on (release) {
  if (clickTAG.substr(0,5) == "http:") {
    getURL(clickTAG,clickTARGET);
  }
}
```

Animation - 3 loops maximum. Max length 15 sec

Video – Files must be .flv (flash), must contain ClickTags, Max length 30 sec. no looping, polite load 100k, file size 1 mb max

Alternative Text - May be up to 10 words.

Delivery Schedule - Within 5 business days of flight date.

New Creative - Option to change creative content of any advertising space once per month.

Expanding -

- Leader board - Maximum: 728x180 – open down - file size max. 100k
- Medium Rectangle - Maximum: 600x250 – open right – file size max. 100k
- Skyscraper - Maximum: 320x600 – open left – file size max. 100k, (skyscraper 3 - open right)

Must expand only on click or rollover, contain a close button, and auto-collapse after 15 sec

E-Directs

Specifications: HTML not to exceed 600 pixels across the content area, mapping in the html code is not recommended, embedded images, cannot accept Word files converted to HTML. (Please take in account Microsoft Outlook 2007 limitations when building html files for email distribution. Financial Advisor magazine will not alter HTML code to render in Outlook 2007.)

E-direct file size should not exceed 60k.

There is a 150,000 character limit to custom HTML/XHTML emails.

HTML and text files to be received 5 business days prior to flight date.

Styling - Direct element HTML styling is needed for elements that do not fall under the global style or inline styling that is different from controlled content.

Any href's that have different styling than the global style will not hold inline styling. Styling for href's needs to be coded as standard HTML Font styling. Ie... etc

FA E-Newsletters

Top Leaderboard Banner - 728 x 90, 40k

Medium Rectangle - 300 x 250, 40k

File Format - GIF/Animated gif, JPEG (Requires URL Click-thru), Rich Media HTML - standard tags only (No iframe or javascript) *Note:* DFP users should also supply a Click tracker, and an impression pixel.

Animation(gif) - 3 loops maximum.

Alternative Text - May be up to 10 words.

Delivery Schedule - Within 5 business days of flight date.

Online technical questions?

Call Keith Huryk at 732.450.8866, ext. 20 or email khuryk@fa-mag.com

FA Digital Edition Sponsor

Side Banner - 160 x 600, 40k.

File Format - GIF/Animated GIF, JPEG, Rich Media, or HTML code accepted (pending approval). URL address required for click-through.

FA Video

Pre-roll clip - 15 seconds max, 580 x 320 screen size, .flv or (HD Quicktime .MOV format preferred or .AVI)

Video - Title and abstract (1-2 sentences about the video), 580 x 320 screen size, HD Quicktime .MOV, MP4, or .AVI, length - 3 to 5 minutes

Click tracking Flash banners

OpenX is able to track flash banner clicks using two techniques:

Using clickTAG

The industry standard to track clicks when Flash banners are being employed is to use a variable called clickTAG.

Please see Adobe's [official guide](#) on how to set up a Flash file to use the clickTAG variable within Flash.

Once you have a Flash banner that uses clickTAG it is very simple for OpenX to track the clicks. When you upload the banner make sure to define a destination URL in the banner properties. OpenX will now tell the Flash banner to use this destination URL when the banner is delivered. You can edit the banner properties whenever you want the destination URL to change. Click the *banner preview* which is shown after uploading a new banner and it should take you to the URL you defined.

Note: The variable name is case sensitive in newer versions of Flash. OpenX does try to correct the case if it detects a Flash file using an incorrect case. However, it is always best to use the correct case in the first place to avoid any possible issues arising.

Note – the 'target' defined in the banner properties will only be used by Flash if you use clickTARGET within the Flash banner, for example:

```
on (release) {  
    if (clickTAG.substr(0,5) == "http:") {  
        getURL(clickTAG,clickTARGET);  
    }  
}
```

If you do not use clickTARGET the Flash file will use whichever target is the default, and will ignore any alternative target OpenX tries to tell it to use.

Using Hard-Coded Links

OpenX will also try and track clicks for flash banners with hard-coded URLs (i.e. the ActionScript links directly to a URL like <http://www.example.com>).

This is only possible with banners stored locally (e.g. Local Banner types) since it's necessary to edit the flash file directly.

This does not work with the External banner type.

If your banner is using a hard-coded link and OpenX detects this, you will be presented with a new screen after you submit the banner. This screen will state that a hard-coded link was detected and will ask you to confirm the overwriting of this hard-coded link and the values to use. If you wish you can always alter the destination URL again in the main banner properties.

If you are using a Flash banner with hard-coded URLs that has multiple destinations, OpenX is able to rewrite these URLs with different destinations. However, each click will be counted for the same banner ID, so it is not by default tracked which destination a user clicked on. If you upload a Flash banner with multiple and different hard-coded URLs the 'rewrite URLs' screen will ask you for multiple destination URLs to use automatically.

Note – OpenX might not be able to overwrite the target if the Flash banner does not define a target to use within its ActionScript call of 'geturl'.

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