



# In-Page Advertising

Contextually relevant **banner ads**

Ad Format	Media Type	Ad Size	Ad Unit
Banner	Flash & Image	728x90	Leaderboard
		300x250	Medium Rectangle
		468x60	Full Banner
		160x600	Wide Skyscraper
		120x600	Skyscraper
		300x600	Half Page
	L.H.S Expandable	300x250 ---> 600x250	Medium Rectangle
		300x250 ---> 600x500	Medium Rectangle
Video	In-Banner (Flash)	300x250	Medium Rectangle
Text*	Single Ad	728x90	Leaderboard
	Single Ad	300x250	Medium Rectangle
	Multiple Ads	300x250	Medium Rectangle

\* The 300x250 Ad Unit can display a single text ad or multiple text ads as shown in the image below:

**\$2.15-\$8.5 iPhone 5 Case New in USA**

New Arrival. Wholesale Price & Free Shipping. Dress up your phone now. Contact your local dealer today

[www.tmart.com/lowestrates/bestoffer](http://www.tmart.com/lowestrates/bestoffer)

**GO >>**

**Hotel Deals**  
Get amazing discounts on hotel bookings.  
[www.makemytrip.com/](http://www.makemytrip.com/)

**Best Hotels a Click Away**  
Book your stay through Kuoni & Get special Discounts.  
[www.kuoni.com/](http://www.kuoni.com/)

**Holiday at Hilton**  
Get exclusive discounts on presedential suits across North.

## Accepted File Types

- ✓ Flash
- ✓ GIF
- ✓ HTML
- ✓ Javascript/jscript
- ✓ JPEG

## In-Page Ad Formats

### In-Page Banner Ad



### In-Page Video Ad



### In-Page Text Ad



## Detailed Specifications for In-Page

Ad Unit	Dimensions	Maximum Size (KB)	Target URL Character Limit	Audio Specifications	Animation/ Looping	Alternate Text Limit	Supported Ad Formats
Leaderboard	728x90	40 KB (Image) 40 KB (Flash)	150 Characters	NA	Allowed for Flash Banners	65 Characters	Banner, Text*
Medium Rectangle	300x250	40 KB (Image) 40 KB (Flash) 150 KB (Video)	150 Characters	Allowed only for Videos	Allowed for Flash Banners & Videos	65 Characters	Banner, Video, Text*
Full Banner	468x60	40 KB (Image) 40 KB (Flash)	150 Characters	NA	Allowed for Flash Banners	65 Characters	Banner
Wide Skyscraper	160x600	40 KB (Image) 40 KB (Flash)	150 Characters	NA	Allowed for Flash Banners	65 Characters	Banner
Skyscraper	120x600	40 KB (Image) 40 KB (Flash)	150 Characters	NA	Allowed for Flash Banners	65 Characters	Banner
Half Page/Filmstrip	300x600	40 KB (Image) 40 KB (Flash)	150 Characters	NA	Allowed for Flash Banners	65 Characters	Banner

### \* Detailed Specifications for In-Page (Text Ad format)

**Ad Title** - Max 35 characters long including spaces

**Ad Description** - Max 100 characters long including spaces

**Display URL** - Max 35 characters long including spaces

**Target URL** - Max 1024 characters long including spaces & 'HTTP://' OR 'https://'

### Extended Guidelines for your In-Page creative:

- ✓ Audio must be user-initiated and never automatic
- ✓ Audio insertion into the flash file may begin no earlier than the second frame
- ✓ If audio is used, the creative must include an On/Off switch for users
- ✓ Animation is limited to the first 15 seconds, looping is unlimited within 15 seconds. Use animation carefully - keep animation smooth and fluid, using slow motion and gentle fades. Fast and abrupt motion is highly irritating. Avoid experiences that 'break through' the page or abuse the content
- ✓ Flash files require an FSCommand or ClickTAG (clickTAG or clickTag format only) to be embedded in the file. A sample clickTAG is illustrated below:

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

- ✓ Click destination URL must open into a new browser window or tab

**Important Note:**

If you wish to implement Expandables, your flash creative should also include the following methods in addition to the ClickTAG method

- ✓ For the rollOver (Mouse Hover)/Release (Mouse Click) event, you need to incorporate the following method, which causes the banner to expand:

```
on(rollOver)/(release) {  
  //JS Method used to expand the HTML Container:  
  getUrl("javascript:affPageExpand()");  
  //Additional Actionscript goes below  
}
```

- ✓ For the rollOut (Mouse Out)/ Release (Mouse Click) event, you need to incorporate the following method, which causes the banner to retract:

```
on(rollOut)/(release) {  
  //JS Method used to expand the HTML Container:  
  getUrl("javascript:affPageRetract()");  
  //Additional Actionscript goes below  
}
```