

Macworld.com Rich Media/Video Spec Sheet

Macworld accepts most types of Rich Media including:

Rich Media	
Flash	<p>Must have Click Tag: The code in the FLA should be set as follows: on(release) { getURL(_level0.clickTag, '_blank'); }</p> <p>Following is a guide from Macromedia and DART to develop Flash ads for our site: http://www.macromedia.com/resources/richmedia/tracking/designers_guide/</p>
Flash Template	<p>Do not include URL within the .swf files, please send URLs separately along with the flash creative. A .gif/.jpg/.png backup image is REQUIRED for all Flash files.</p>
Preferred 3 rd Party Vendors	<p>Atlas, DART Motif, EyeWonder, Interpolls, KlipMart, MediaPlex, PointRoll, Unicast, ZEDO</p>

Video Sponsorship Package	
Video Page Leaderboard	728x90
Showcase Companion Unit	336x280
Video Pre Roll	<p>QuickTime file We can convert most media types (DVD, CD, Reels) into a QuickTime file for you.</p>

RSS Feed Sponsorship	
Floating Right Indent Landscape	<p>Dimensions: 468x60 Title Character Count: 32 Body Character Count: 190 URL Character Count: 50</p>

All Rich Media must:

1. Have a close button visible at all times
2. Sound must be user initiated
3. Must use 3rd party reporting, DART is only used to serve the ad, not to count clicks or impressions.
4. Expandable panels must not exceed the specs below. *Please contact online_ads@macworld.com if you need to expand larger than the specs below.*

336x280 – 600x500

160x600 – 480x600

728x90 – 728x270

For more information, please contact Ad Ops at online_ads@macworld.com or call 415.978.3343

Macworld
The Mac Experts