

2011 ONLINE SPECS



SIZE (in pixels)	IN-UNIT (IN-PAGE) ADS			EXPANDABLE ADS (FLASH ONLY)*		
	ACCEPTABLE FILES SIZES	INITIAL FILES SIZE	ADDITIONAL FILE SIZE / POLITE DOWNLOAD*	FILE SIZE	EXPANDED SIZE (down)	EXPANDED SIZE (left)
LEADERBOARD 728 x 90	GIF, JPG, SWF	40k	ADDITIONAL FILE SIZE: 2.2 MB Progressive load**	40k initial load, 2.2MB progressive load*	728 x 360 px	N/A
BIG BOX 300 x 250					N/A	600 x 250 px
1/2 PAGE SKYSCRAPER 300 x 600					N/A	600 x 600 px
SUPER LEADER 960 x 90					960 x 360 px	N/A
SKYSCRAPER 160 x 600					N/A	320 x 600 px
TILE 120 x 240 (no animation)	STATIC GIF, JPG	15k	N/A	N/A	N/A	N/A
FUNCTIONALITY	ANIMATION	15 seconds of animation/30 seconds on video. Maximum 5 rotations. Unlimited during interaction.		Up to 30 seconds (prefer 15 seconds) automatic. Unlimited during interaction. Expandable only on user interaction.*** If expanding on roll-over, retract on roll off. If expanding on click, retract by using 'Close X' button.		
	AUDIO	Always user-initiated on click (except for streaming preroll video). If using audio a functioning on/off button is required. Volume control is optional.				
	FLASH	Maximum 30 fps, up to and including Flash 9.0 (NOTE: Backup .gif or .jpg required with all Flash creative). Requires use of clickTAG for tracking. For universal clickTAG info/code visit: www.iabcanada.com/clicktag				
	VIDEO (in ad unit)	Auto play with no sound or user initiated. MUST HAVE: Audio on/off and video stop/play/pause buttons.				

	DURATION	ASPECT RATIO	SUPPORTING AD	AUDIO	ACCEPTED VIDEO FORMATS
Preroll video ads (runs before site video content)	up to 30 seconds	16:9 preferred 4:3 accepted	big box (300 x 250)	auto	.mov, .avi, .wmv, .flv

* Expanding Ads: Click to expand preferred, most consistent across browsers – and standard for home page dominations. Rollover to expand must be confirmed and approved in testing. If rollover, expand should be initiated by rollover within close proximity to 'rollover to expand' text. This avoids locking into a cycle of inadvertent opening and closing of the ad.

** Larger progressive file size must be arranged with Rich Media vendor in advance. **NOTE: All 3rd Party Vendor and polite download costs are paid by Advertiser. We will not host oversize secondary files.** Polite download refers to loading content to ad based on user interaction, or post page content load. Example: a movie trailer loads and plays after viewer clicks to expand and view within box ad.

*** Unless otherwise approved

GENERAL PRODUCTION NOTES

ADVANCED CONCEPTS

With the scope of possibility within online advertising constantly opening up, we are happy to evaluate any concept or idea presented to us by a client that is beyond the technical and creative options listed within this website. We evaluate all concepts presented to us in detail, based on our technical and editorial considerations and advise our clients accordingly.

TESTING

- All rich media or third part advertising on globeandmail.com sites is subject to a minimum of 5 business days testing before the selected placements will become active
- Please ensure all creative is fully tested to work in all versions of Explorer, Firefox and Safari.
- All third party served ads must be tested prior to running on globeandmail.com sites.

DELIVERY

- Package all applicable gif/swf/html files within individual Zip files – one for each creative unit to run.
- Attach all associated files to an e-mail and send to traffic@globeandmail.com AND your sales representative. Please use file names and associated gif files that are similar.

APPROVAL

All ad units are subject to publishers approval based on motion path overlay, animation, length, and/or content of advertising.

AUTO EXPAND/ AUTO RETRACT

- possible with 728x90/960x90 or 460x650 half screen ads as part of page dominations
- must retract within 7 seconds automatically
- must have clearly visible click to close close x text function in upper right of ad
- are capped as part of dominations at 1 per day, first view only

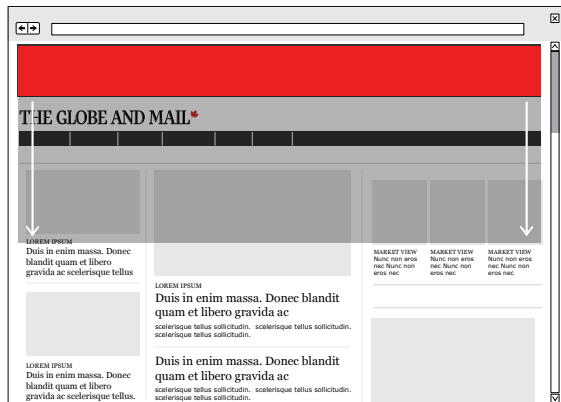


Options to Suit Any Campaign, Creative or Budget

The Globe and Mail's diverse range of online advertising formats deliver highly effective and dynamic advertising within our website environment.

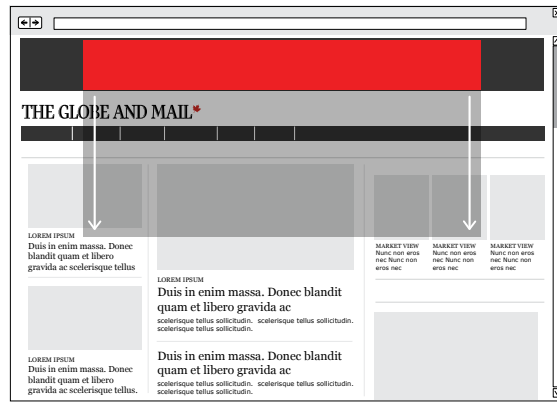
SUPER LEADER 960 x 90

960 x 360 expanded



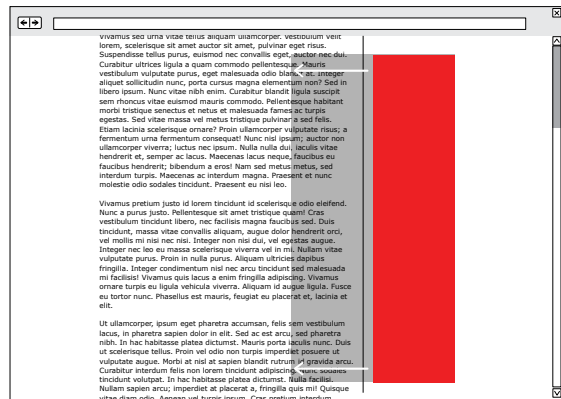
LEADERBOARD 728 x 90

728 x 360 expanded



SKYSCRAPER 160 x 600

320 x 600 expanded



1/2 PAGE SKYSCRAPER 300 x 600

600 x 600 expanded



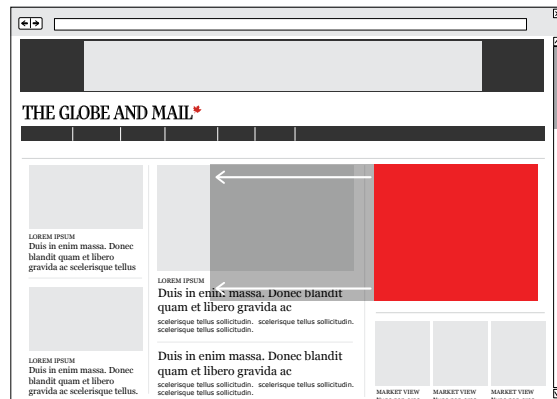
TILE 120 x 240

static/no animation



BIG BOX 300 x 250

600 x 250 expanded



APPROVED/VERIFIED THIRD PARTY RICH MEDIA VENDORS

- Adtech
- Atlas
- Doubleclick (aka DART/DFA)
- MediaMind (Eyeblaster)
- eyeReturn Marketing
- Eyewonder
- Pointroll
- Unicast

Any vendor not on this list should be verified in advance, and will require an additional 5 days minimum to test and approve in order to avoid any delay to campaign