

Online / E-mail Newsletter Specs

1. Ad Sizes

www.car.org			
Product	Pixel Size	Accepted File Types	Max File Size
Block ad	120 x 90	JPG, PNG, GIF, GIF89a, Flash	25k

zipForm® 6			
Product	Pixel Size	Accepted File Types	Max File Size
Leaderboard	728 x 90	JPG, PNG, GIF, GIF89a, Flash	40k
Animation:	15 seconds; 4 loops max		

E-mail Newsletters			
Product	Pixel Size	Accepted File Types	Max File Size
Skyscraper	120 x 600	JPG, PNG, GIF, GIF89a	25k
Text ad	n/a	4 lines, 65 characters per line	One URL only; underline words to hyperlink

www.ca.realtor.com			
Product	Pixel Size	Accepted File Types	Max File Size
Leaderboard	728 x 90	JPG, PNG, GIF, GIF89a, Flash	40k
Skyscraper	160 x 600	JPG, PNG, GIF, GIF89a, Flash	40k
Lg. Rectangle	300 x 250	JPG, PNG, GIF, GIF89a, Flash	40k

2. General Requirements

- All creative must be delivered to your ad rep a minimum of 72 hours prior to flight date.
- Provide click-through URL for all ads.
- Flash ads are not accepted for e-mail newsletter advertising.
- Ads cannot link directly to recruitment and/or employment solicitation; such messaging must be at least 2 clicks away.
- Audio is not permitted.
- Expanding or auto-expanding ads are not permitted.
- Ads that resemble Web site navigation or content will not be accepted.
- All landing pages must open in a new browser window.
- All functionality visually indicated within ads must be working and not designed to deceive.
- All creative must be surrounded by minimum color border of 1 pixel.
- The script enabling the browser to "shake" may not be used for any ad.
- Animation cannot exceed 15 seconds and 4 loops max.
- Animation speed must be a minimum of 3.5 seconds per image.

- C.A.R. reserves the refuse any ad and the right to de-activate any ad that is not rendering, is rendering slowly, is in violation of our ad specs, and/or results in customer complaints.

3. Flash Ad Information

- Flash ads are accepted only as .swf files with a mandatory "click-through" tag in the file (see next section for details).
- Do not hard-code the click URL in the .FLA/.SWF.
- Provide click-through URL, original FLA files, and backup GIF images.
- Please use ActionScript 2.0.
- Must be compatible with Flash version 9.
- Please ensure your Flash ad is fully functional prior to submission.

Problems with Flash creative may result from incorrect clickTAG implementation. To troubleshoot, please ensure:

- The clickTAG variable is properly implemented in the action of the button.
- The ActionScript with clickTAG is associated with the button that the user clicks, and not with any other button.
- In the getURL() function of the action, specify the click-through URL as 'clickTAG' and the target window as "_blank".
- The button associated with the ActionScript containing the clickTAG should be **a)** on the top-most layer through the timeline, **b)** extended throughout the entire frame and **c)** applied to all existing frames.

The following ActionScript is MANDATORY; it allows C.A.R. to easily update the URL if necessary and enables our ad server to track clicks accurately. Create an invisible button covering the entire area of the creative and assign the action script to the button.

```
For example:
on (release) {
if (clickTAG.substr(0, 5) == "http:" || clickTAG.substr(0, 6)
== "https:") {
getURL(clickTAG, "_blank");
}
}
```

For more information and help with clickTAGs, please visit:

- <http://flashclicktag.com>
- http://www.adobe.com/resources/richmedia/tracking/adserving_guide
- http://www.adobe.com/resources/richmedia/tracking/designers_guide