

Website / Email Newsletter Specs

1. Ad Sizes

www.car.org

Display Ads

Product	Pixel Size	Accepted File Types	Max File Size	Animation - Length	Animation - Speed
Skyscraper	160 x 600	.jpg, .gif, .gif89a, Flash	40k	15 seconds, 4 loops max	3.5 seconds min per image
Full Banner	468 x 60	.jpg, .gif, .gif89a, Flash	40k	15 seconds, 4 loops max	3.5 seconds min per image

Text Ads

Hyperlinked Title	Body Copy	Call to Action	Max File Size	Animation - Length	Animation - Speed
45 characters including spaces	100 characters including spaces	15 characters including spaces	n/a	n/a	n/a

zipForm® 6

Product	Pixel Size	Accepted File Types	Max File Size	Animation - Length	Animation - Speed
Leaderboard	728 x 90	.jpg, .gif, .gif89a, Flash	40k	15 seconds, 4 loops max	3.5 seconds min per image

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Product	Pixel Size	Accepted File Types	Max File Size	Animation - Length	Animation - Speed
Skyscraper	160 x 600	.jpg, .gif, .gif89a, Flash	40k	15 seconds, 4 loops max	3.5 seconds min per image
Leaderboard	728 x 90	.jpg, .gif, .gif89a, Flash	40k	15 seconds, 4 loops max	3.5 seconds min per image
Med. Rectangle	300 x 250	.jpg, .gif, .gif89a, Flash	40k	15 seconds, 4 loops max	3.5 seconds min per image

Email Newsletters

Display Ads

Product	Pixel Size	Accepted File Types	Max File Size	Animation - Length	Animation - Speed
Skyscraper	160 x 600	.jpg, .gif	40k	No Animation	n/a

Text Ads

Lines	Characters Per Line	Hyperlink	Max File Size	Animation - Length	Animation - Speed
4	65 including spaces	Must fit on one line	n/a	n/a	n/a

All website, email and e-blast advertising subject to C.A.R. approval. Send all online and email ad materials to your advertising representative.

Website / Email Newsletter Guidelines

2. General Requirements

- All creative must be delivered to your ad rep a minimum of 72 hours prior to flight date.
- Submit active click URL with creative files.
- Animated ads are not accepted for email 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 website 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 display ad creative with white or light-colored backgrounds must be surrounded by minimum 1 pixel colored frame to clearly identify ad borders.
- The script enabling the browser to "shake" may not be used for any ad.
- C.A.R. reserves the right to 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. Third Party / Internal Redirect Tags

- Ensure creative is active prior to requested start date for testing.
- 3rd party ad server networks must support https connections.

4. Flash Ad Information

1. General Flash Requirements

- 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.
- Please use ActionScript 2.0.
- Must be compatible with Flash version 9.
- Please ensure your Flash ad is fully functional prior to submission.

2. Backup Images

- Provide click-through URL, original FLA files, and backup .gif or .jpeg images. We will use these files as a fallback feature when a user cannot support Flash.

3. Click Tags

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 topmost layer through the timeline, **b)** extended throughout the entire frame and **c)** applied to all existing frames.

4. Scripts

- Please minimize script whenever possible to avoid a potential slowdown in delivery.
- 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.
- Please use this exact script:

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

5. Help

For more information and help with clickTAGs, please visit:

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

Advertising may be edited as required for grammar, space, and content.