

2010

Rich Media Specifications

Rich Media

2010 ONLINE ADVERTISING RICH MEDIA SPECS:

- Ad sizes: 160x175, 160x600, 300x250, 728x90.
- Expandable size max (click to expand):

Initial Size	Expanded Size	Direction of Expansion
160x600	320x600	Enthusiast: Left for homepage, Right for other pages
300x250	450x250	In-Market: Left
300x250	450x250	Enthusiast: Right
728x90	728x180	Downward
160x175	280x175	Right

- Close method: click or roll off.
- Initial file size: 50kb max on initial.
- Maximum file size expanded state: 100kb.
- Close button: required.
- Initial animation: 15 seconds.
- Max loops: 3 loops (15 seconds/loop).
- Video: non-user initiated.
- Audio: user-initiated.
- Max video/audio length: 30 seconds.
- Audio/video buttons required: Play, Stop, Pause, Mute, Restart.
- Flash versions accepted: 8 or below.
- Notes for flash creatives (if we host):
For click tracking and redirect purposes, we will need the following "get URL code" embedded within the FLA file and have the exported SWF to us. Back-up GIFs should be supplied with SWF files and under 40kb in file size.
- Click tag for flash:
on (release) {
getURL(_level0.clickTag,"_blank");
}
- We accept all DART-supported forms of rich media including the following: Eyeblander, Unicast, PointRoll, Eyewonder, Klipmart, Flash, Shockwave, HTML, Javascript.

Send all assets to traffic@sorc.com.

VIDEO AD SPECIFICATIONS:

- Client to provide a finalized ready-to-view video ad.
- Video ad length: 30 seconds maximum.
- Acceptable formats for video: MiniDV, HDV, BetaSP, DVD or CD, CD or DVD Data (QT-DV-NTSC/AVI-DV-NTSC/HD-M2T).
- Quantity allowed: 3 videos max (will be randomly played/no guarantees on selection).
- Client to supply 1x1 impression trackers and click trackers (Redirect URL).

AD OPERATIONS FTP:

Host: ftp://adopsguest@ftp2.automotive.com
 Username: adopsguest
 Password: GuestAdOp5

