Investing Channel

# Ad Specs & Info

## Standard Media

| Placement | Unit Size | File Formats | File Size | Looping | Third-Party Serving Accepted | 3rd Party Served - Max Initial Weight (K) | Pop Ups Allowed? |
|---|---|---|---|---|---|---|---|
| Medium Rectangle | 300x250 | GIF, JPG, up to Flash 9, JavaScript, Rich Media | 39KB | 3 Loops, 15 seconds for total animation | Yes | 50k | No |
| Wide Skyscraper | 160x600 | GIF, JPG, up to Flash 9, JavaScript, Rich Media | 39KB | 3 Loops, 15 seconds for total animation | Yes | 50k | No |
| Leaderboard | 728x90 | GIF, JPG, up to Flash 9, JavaScript, Rich Media | 39KB | 3 Loops, 15 seconds for total animation | Yes | 50k | No |
| Half-Page | 300x600 | GIF, JPG, up to Flash 9, JavaScript, Rich Media | 39KB | 3 Loops, 15 seconds for total animation | Yes | 50k | No |
| PopUnder | 600x300 | GIF, JPG, up to Flash 9, JavaScript, Rich Media | 39KB | 3 Loops, 15 seconds for total animation | Yes | 50k | No |
| Welcome Mat | 600x400 | GIF, JPG, up to Flash 9, JavaScript, Rich Media | 38KB | 3 Loops, 15 seconds for total animation | Yes | 50k | No |
| Trade Now Button | 88x31 | GIF, JPG, JavaScript, Rich Media | 15KB | 3 Loops, 15 seconds for total animation | Yes | N/A | N/A |
| Quote Search Button | 88x31 | GIF, JPG, JavaScript, Rich Media | 15KB | 3 Loops, 15 seconds for total animation | Yes | N/A | N/A |
| Market Data Button | 88x31 | GIF, JPG, JavaScript, Rich Media | 15KB | 3 Loops, 15 seconds for total animation | Yes | N/A | N/A |
| Partner Center Button | 120x60 | GIF, JPG, JavaScript, Rich Media | 15KB | 3 Loops, 15 seconds for total animation | Yes | N/A | N/A |
| Quote Result Button | 120x60 | GIF, JPG, JavaScript, Rich Media | 15KB | 3 Loops, 15 seconds for total animation | Yes | N/A | N/A |
| Forex Buttons | 120x30 | GIF, JPG, JavaScript, Rich Media | 15KB | 3 Loops, 15 seconds for total animation | Yes | N/A | N/A |
| Tiles | 125x125 | GIF, JPG, JavaScript, Rich Media | 15KB | 3 Loops, 15 seconds for total animation | Yes | N/A | N/A |
| Sponsorship Logo | Differs by placement and sponsorship | EPS | 15KB | N/A | Yes | N/A | N/A |
| Text Links | 60 characters, including spaces and punctuation | Text | N/A | N/A | Yes | N/A | N/A |
| Co-Reg Offer Creative | 120x60 | GIF, JPEG | N/A | N/A | No | N/A | N/A |
| Co-Reg Offer Headline | 50 Characters | Text | N/A | N/A | No | N/A | N/A |
| Co-Reg Offer Body | 250 Characters | Text | N/A | N/A | No | N/A | N/A |
| Newsletter | 300x250, 728x90 | GIF, JPEG | 25K | N/A | No | N/A | N/A |
| Sponsored Content (Newsletter) | 300x250 & 3 text links (250-300 Characters) | GIF, JPEG | 39KB | N/A | No | N/A | N/A |

## Rich Media & Audio

| Placement | Unit Size | File Formats | File Size | Back up File Size | File Formats | Expandable Size* | Expand Direction | Expand Action | Sound | User-Initiated Video | Polite Load | Maximum Timing | Third Party Ad Served | Action Script | Assets due for Traffickin |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Medium Rectangle | 300x250 | Up to Flash 9, JavaScript, Rich Media | 39KB | 39KB | Standard or Expandable | 600x250,300x500 | Panel expands to left or down. | Mouse over/mouse off: When a user passes mouse over the creative, panel expands; panel retracts when the mouse is removed. Click open/click close: The creative can be set to expand with user click; panel retracts when user clicks close button. | User Initiated - Click | Allowed. True Streaming. Progressive download. Length: 30 seconds max File Size: 2.0 megs | Yes - initial load must adhere to product weight specification . 110KB allowed after initial load. | 30 seconds | Dart Motif (preferred). Eyeblaster, Point Roll, EyeWonder, Klipmart, United Virtualities, Atlas, and Unicast accepted. | ClickTag.<br><br>on all .swfs: on (release) {<br>getURL(_level0.clickTag, "_blank");<br>}<br><br>http://advertising.microsoft.com/submitads_flash<br><br>http://www.flashclicktag.com/ | 5 days prior to launch |
| Wide Skyscraper | 160x600 | Up to Flash 9, JavaScript, Rich Media | 39KB | 39KB | Standard or Expandable | 320x600 | Panel expands to left | Mouse over/mouse off: When a user passes mouse over the creative, panel expands; panel retracts when the mouse is removed. Click open/click close: The creative can be set to expand with user click; panel retracts when user clicks close button. | User Initiated - Click | Allowed. True Streaming. Progressive download. Length: 30 seconds max File Size: 2.0 megs | Yes - initial load must adhere to product weight specification . 110KB allowed after initial load. | 30 seconds | Dart Motif (preferred). Eyeblaster, Point Roll, EyeWonder, Klipmart, United Virtualities, Atlas, and Unicast accepted. | ClickTag.<br><br>on all .swfs: on (release) {<br>getURL(_level0.clickTag, "_blank");<br>}<br><br>http://advertising.microsoft.com/submitads_flash<br><br>http://www.flashclicktag.com/ | 5 days prior to launch |
| Leaderboard | 728x90 | Up to Flash 9, JavaScript, Rich Media | 39KB | 39KB | Standard or Expandable | 728x180 | Panel expands down | Mouse over/mouse off: When a user passes mouse over the creative, panel expands; panel retracts when the mouse is removed. Click open/click close: The creative can be set to expand with user click; panel retracts when user clicks close button. | User Initiated - Click | Allowed. True Streaming. Progressive download. Length: 30 seconds max File Size: 2.0 megs | Yes - initial load must adhere to product weight specification 110KB allowed after initial load. | 30 seconds | Dart Motif (preferred). Eyeblaster, Point Roll, EyeWonder, Klipmart, United Virtualities, Atlas, and Unicast accepted. | ClickTag.<br><br>on all .swfs: on (release) {<br>getURL(_level0.clickTag, "_blank");<br>}<br><br>http://advertising.microsoft.com/submitads_flash<br><br>http://www.flashclicktag.com/ | 5 days prior to launch |
| Half-Page | 300x600 | Up to Flash 9, JavaScript, Rich Media | 39KB | 39KB | Standard or Expandable | 600x600 | Panel expands left | Mouse over/mouse off: When a user passes mouse over the creative, panel expands; panel retracts when the mouse is removed. Click open/click close: The creative can be set to expand with user click; panel retracts when user clicks close button. | User Initiated - Click | Allowed. True Streaming. Progressive download. Length: 30 seconds max File Size: 2.0 megs | Yes - initial load must adhere to product weight specification 110KB allowed after initial load. | 30 seconds | Dart Motif (preferred). Eyeblaster, Point Roll, EyeWonder, Klipmart, United Virtualities, Atlas, and Unicast accepted. | ClickTag.<br><br>on all .swfs: on (release) {<br>getURL(_level0.clickTag, "_blank");<br>}<br><br>http://advertising.microsoft.com/submitads_flash<br><br>http://www.flashclicktag.com/ | 5 days prior to launch |
| PopUnder | 720x300 | Up to Flash 9, JavaScript, Rich Media | 39KB | 39KB | Standard | N/A | | | User Initiated - Click | Allowed. True Streaming. Progressive download. Length: 30 seconds max File Size: 2.0 megs | Yes - initial load must adhere to product weight specification 110KB allowed after initial load. | 30 seconds | Dart Motif (preferred). Eyeblaster, Point Roll, EyeWonder, Klipmart, United Virtualities, Atlas, and Unicast accepted. | ClickTag | 5 days prior to launch |
| Side Kick | N/a | 3rd Party Provided | 39KB | 39KB | N/A | N/A | | | User Initiated - Click | Allowed. True Streaming. Progressive download. Length: 30 seconds max File Size: 2.0 megs | Yes - initial load must adhere to product weight specification 110KB allowed after initial load. | 30 seconds | Dart Motif (preferred). Eyeblaster, Point Roll, EyeWonder, Klipmart, United Virtualities, Atlas, and Unicast accepted. | 3rd Party Provided | 5 days prior to launch |
| Push Down | 970x90 teaser, 970x415 | 3rd Party Provided | 39KB | 39KB | N/A | N/A | | | User Initiated - Click | Allowed. True Streaming. Progressive download. Length: 30 seconds max File Size: 2.0 megs | Yes - initial load must adhere to product weight specification 110KB allowed after initial load. | 30 seconds | Dart Motif (preferred). Eyeblaster, Point Roll, EyeWonder, Klipmart, United Virtualities, Atlas, and Unicast accepted. | 4th Party Provided | 5 days prior to launch |
| Welcome Mat | 600x400 | Up to Flash 9, JavaScript, Rich Media | 39KB | 39KB | Standard | N/A | | | User Initiated - Click | Allowed. True Streaming. Progressive download. Length: 15 seconds max File Size: 2.0 megs | Yes - initial load must adhere to product weight specification 110KB allowed after initial load. | 15 seconds | Dart Motif (preferred). Eyeblaster, Point Roll, EyeWonder, Klipmart, United Virtualities, Atlas, and Unicast accepted. | clickTag | 5 days prior to launch |
| Podcast | | Highest quality will allow us to compress the audio to our specifications and maintain audio quality. Other video file formats that are not listed above will be reviewed on a case by case basis. | | | | | | | | | | :5-:15 seconds | | N/A | 5 days prior to launch |

* alternate expandable sizes available on a campaign by campaign basis.

| Ad Type | Unit Size | Ad Format | Total File Size (k) | Gif File Size | Maximum Timing | User Initiated Audio | User-Initiated Video | Third Party Ad Served | Misc. Requirements | Assets Due FOR TRAFFICKING |
|---|---|---|---|---|---|---|---|---|---|---|
| Floating | 600x400 | Flash Video or Audio | 39KB | 45k | 30 seconds | Required. Play and Stop Buttons. | Allowed. True Streaming. Progressive download. Length: 30 seconds max File Size: 2.0 megs | Dart Motif (preferred). Eyeblaster, Point Roll, EyeWonder, Klipmart, United Virtualities, Atlas, and Unicast accepted. | The floating element MUST:<br>- Not cover any imeem logo at any given time.<br>- Not cover our 300x250 ad, any co-branded logo or primary interaction element (search boxes or navigation bars).<br>- Pause no more than one second over content during flight.<br>- Must fly out of or into the 300x250 in-page unit.<br>- Take the shape of the object it represents. | 5 days prior to launch |

## Video

| Placement | Unit Size | File Formats | File Size | Rich Media (flash) | Max Vidoe Length | Looping | Third-Party Serving Accepted | 3rd Party Served - Max Initial Weight (K) | Misc | Creative Asset/Materials Timing |
|---|---|---|---|---|---|---|---|---|---|---|
| Video pre-roll | N/A | MOV, WMV, AVI Uncompressed (Recommended but not required) | 195K | NA | :30 seconds. Recommend :15 seconds | N/A | Yes | N/A | Highest quality will allow us to compress the video to our specifications and maintain video quality.BetaSP, MPG, or other video file formats that are not listed above will be reviewed on a case by case basis. | 5 business days prior launch Be sure to detail Advertiser Name and Campaign Name in the Subject Line of your e-mail to ensure that your creative is handled properly. |
| Video pre-roll Companion Ad | 300x250, 728x90 | GIF, JPG | 39K | No | | Max 3 Loops, 15 seconds for total animation | Yes | 50k | | |
| Video Overlay | 480x70 | SWF with backup .GIF/.JP | 39K | YES | 10 Seconds | Max 3 Loops, 15 seconds for total animation | Yes | 50k | Major Elements: Background (with max 80% alpha) and major objects for full 70px height of overlay.<br>Minor Elements: Text/animations may appear up to 70px and need to be opaque<br>No rollover animations buttons allowed | |
| Video Welcome Mat | 400x600 | MOV, WMV, AVI Uncompressed (Recommended but not required) | 195k | N/A | 30 seconds | N/A | Yes | 50k | Highest quality will allow us to compress the video to our specifications and maintain video quality<br>BetaSP, MPG, or other video file formats that are not listed will be reviewed on a case by case basis | 5 business days prior launch Be sure to detail Advertiser Name and Campaign Name in the Subject Line of your e-mail to ensure that your creative is handled properly. |

## Mobile

| Placement | Unit Size | File Formats | File Size | Rich Media (flash) | Max Video Length | Looping | Third-Party Serving Accepted | 3rd Party Served - Max Initial Weight (K) | Misc | Creative Asset/Materials Timing |
|---|---|---|---|---|---|---|---|---|---|---|
| Smart Phone (Banner) | 320x50 | GIF/JPG/PNG | 10k | N/A | N/A | N/A | N/A | N/A | | 5 business days prior launch Be sure to detail Advertiser Name and Campaign Name in the Subject Line of your e-mail to ensure that your creative is handled properly. |
| Tablet (Leaderboard) | 728x90 | GIF/JPG/PNG | 25K | N/A | N/A | N/A | N/A | N/A | | 5 business days prior launch Be sure to detail Advertiser Name and Campaign Name in the Subject Line of your e-mail to ensure that your creative is handled properly. |

## Custom Products

| Placement | Unit Size | File Formats | File Size | Rich Media (flash) | Max Video Length | Looping | Third-Party Serving Accepted | 3rd Party Served - Max Initial Weight (K) | Misc | Creative Asset/Materials Timing |
|---|---|---|---|---|---|---|---|---|---|---|
| Side Saddle | 150x600 (Recommended) 160x600 | GIF, JPEG, SWF Required Format: ActionScript | 39KB | 39KB | N/A | N/A | N/A | N/A | 1x1 3rd Party Tracking Pixel Accepted | 5 business days prior launch Be sure to detail Advertiser Name and Campaign Name in the Subject Line of your e-mail to ensure that your creative is handled properly. |

## Dedicated Email

**ALL of the following must be provided to InvestingChannel a minimum of 24 hours prior to the mailing being sent:**
- **HTML version of email.**
- **Text version of email.**
- **Seed list for tests.**
- **Seed list for actual mailing.**
- **Subject line for the mailing.**
- **Send time for the mailing.**
- **All details for any special select or query that we will run on the list (if applicable).**
- **The postal address of the advertiser.**
- **The advertiser suppression list.**
- **The advertiser opt-out link (if available).**
- **Note: An extra 24 hours' notice is REQUIRED for A/B splits or if InvestingChannel must host images for html emails.**

**General Information:**
- **The "FROM" field in all messages we send is from the list owner, not the advertiser.**
- **Clear unsubscribe requests and publisher disclaimers are included in every email we send.**
- **By default, InvestingChannel tracks clicks and opens for all emails sent. If for any reason you do not want click or open tracking installed, please include these instructions when sending creative.**
- **InvestingChannel requires advertisers to work with us to modify email content if our Spam analysis tool, Spam Assassin, indicates that the email content is likely to trigger Spam filters.**

**Content Guidelines:**
- **Avoid these words wherever possible - they are common spam triggers among many Internet Service Providers: Diet, FREE, Spam, Income, Instant(ly),Profit(s), Subscribe, Amaz(ed)/(ing), Guarantee(d), $$$/Money/Dollar(s).**
- **Avoid frequent use of capitalization and multiple exclamation points, ex: GUARANTEED!!!!**

**Text version of the email:**
- **Please attach a text file in the .txt format (created in Notepad, not in Word nor in the body of an email).**
- **There should be no more than 90 characters per line.**

HTML version of the email:
- Please send in .HTML format.
- HTML should be given to InvestingChannel in complete, final form, with all necessary images hosted by the advertiser. InvestingChannel will NOT host images.

Guidelines for creating HTML to be used in emails:
- HTML table width should be approximately 600pxfor proper viewing
- Limit multiple and nested tables: Stacked and nested tables can result in incorrect layout and design for reception.
- Use HTML url encoding for all special characters: As code is not rendered consistently across all browsers, special characters such as ', &, (, #, etc. may not display correctly. The use of HTML url encoding eliminates this problem.
- HTML source code should be created in any basic text formatting application such as Notepad or TextPad, not in an editor such as Microsoft Word.
- Please test creative through a spam filter and make recommended changes if score is high.