



Ad Policies & Technical Specifications

General Policies

Record of Delivery for Rich Media

Multi-Event Clicktags in Flash Ads

Creative Change / Rotation Policies

Creative Submission

Checklist for Submitted Creative

Check creative against Media Types and Restrictions on last page

Did you stay under the max file size?

Have you notified us of multi-event Flash ads you may be running?

Deadlines for Creative Submission

•Lead time for 728x90, 300x250 ads – **3 business days before launch**

•Lead time for video, audio, sponsorship Units – **5 business days before launch**

Late Submission Policy

•Late assets will require the following action be taken:

•Impression guarantees reduced
OR

•Flights must be extended

•Assets not delivered until the day before launch cannot be guaranteed to be up and running on time.

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Ad Policies & Technical Specifications

Standard Web Ad Sizes

Leaderboard

Size: 728x90

Max file size: Max 40k for flash and gif

Initial load and up to 100k for streaming 728x400 max expanded panel (up to 4 panels, 8k combined max); width of the panel cannot exceed width of the banner. Expandable ads must be user initiated on the Homepage, and must expand below the ad itself.

Max animation time:15 seconds, 3 loops

Acceptable formats:Flash, GIF, HTML, JPEG, Pointroll, Eyeblander, Unicast, Eyewonder, Klipmart



Medium Rectangle

Size: 300x250*

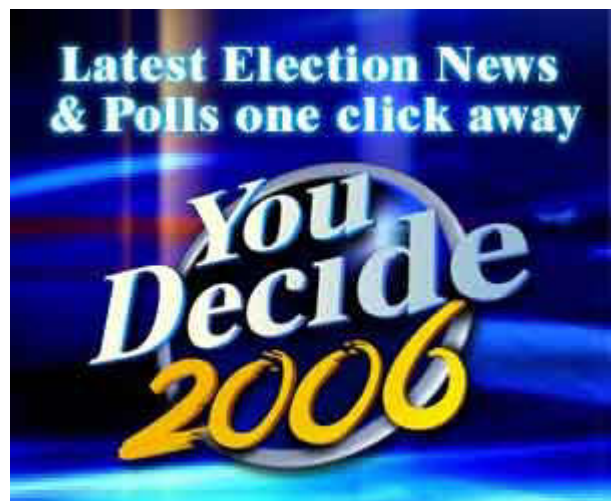
Max file size:max 40k for flash and gif.

Expandable ads must be user initiated on the Homepage and must expand to the left.

Max animation time:15 seconds, 3 loops

Acceptable formats:Flash, GIF, HTML, JPEG, Pointroll, Eyeblander, Unicast, Eyewonder, Klipmart

*expandable to 300x600 only on story pages





Ad Policies & Technical Specifications

Standard Web Ad Sizes

Medium Rectangle

Size: 300x600*

Max file size: max 40k for flash and gif.
Expandable ads must be user initiated on the Homepage and must expand to the left.

Max animation time: 15 seconds, 3 loops

Acceptable formats: Flash, GIF, HTML, JPEG, Pointroll, Eyeblander, Unicast, Eyewonder, Klipmart

*only on story pages





Ad Policies & Technical Specifications

Standard Web Ad Sizes

Skyscraper

Size: 160x600*

Max file size:max 40k for flash and gif.

Expandable ads must be user initiated on the Homepage and must expand to the left.

Max animation time:15 seconds, 3 loops

Acceptable formats:Flash, GIF, HTML, JPEG, Pointroll, Eyeblander, Unicast, Eyewonder, Klipmart

*only on story pages





Ad Policies & Technical Specifications

Standard Web Ad Sizes

Square Button

Size: 125X125

Max file size: max 40k for flash and gif

Max animation time: 15 seconds, 3 loops

Acceptable formats: Flash, GIF, HTML, JPEG, Pointroll, Eyeblander, Unicast, Eyewonder, Klipmart



PopUnder

Size: 720x300

Max animation time: 15 seconds, 3 loops

Acceptable formats: Advertiser must provide iframe and FOXNews.com controls frequency cap and window creation

Sponsorship Button

Size: 88x31

Max file size: 5k-7k

Acceptable formats: GIF, JPEG, EPS





Ad Policies & Technical Specifications

Standard Web Ad Sizes

Half Banner*

Size: 234X60

*Only on Photo and Email story pages



Text Links (Sold through Quigo on a cost/click basis, but may be purchased directly from Fox News)

Title: 25 Characters

Description: 70 Characters

URL: 50 Characters

Click Thru URL: Unlimited

Marketplace Logo

Size: 88x31

Max file size: 5k-7k

Acceptable formats: EPS (white background only)





Ad Policies & Technical Specifications

Pre-roll / Post-roll Video & Companion Ads

Pre-roll/ Post-roll Video*

Length: Up to :30 seconds

Frame rate: 29.97 FPS

Video format / codes:

Tape Based: BetaSP, MX/ CD-R

or DVD-R: Uncompressed or

DV25 QuickTime/AVI/

Unicast/Klipmart

***Submit Video as it should play**

Companion Ad*/**

Format:

GIF, JPEG; or a standard tag that redirects to a GIF or JPEG

Please Submit:

1. 300x250
2. 300x100 or 300x60, expands to 300x250 on rollover

***No Rich Media**

****No animation/No Looping**



Ad Policies & Technical Specifications

Newsletter Sponsorship Units

Newsletter

Size: 728x90

Max file size: Max 20K for gif

Acceptable formats: No rich media

