

Kiplinger.com Creative Guidelines

Last Updated: 4/22/07

***All creatives will be tested within our site and must meet our approval or corrections made before implementation.**

Placement	Size	Max File Size (0 polite load)	3 rd Party Served	Rich Media	Expand Dimensions
Leaderboard	728x90	40KB	Yes	Yes	728x300 Down
Skyscraper	160x600	40KB	Yes	Yes	400x600 Right or Left
Rectangle	336x280 (300x250)	40KB	Yes	Yes	500x500 Left and Down
Homepage Rectangle	300x250	40KB	Yes	Yes	500x500 Left and Down
Button	120x60	40KB	Yes	Yes	N/A
Homepage Button	88x31	40KB	Yes	Yes	N/A
Textlink	50 Chars	N/A	No	No	N/A
Newsletters	300x250	40KB	No	Gif, Jpeg	N/A
Podcast Pre-Roll	30 sec max	N/A	Yes	Audio or Text	N/A
Podcast Companion	728x90	40KB	No	Gif, Jpeg	N/A
Video Pre-Roll	15 sec max	N/A	Yes	Video	N/A
Video Companion	468x80	40KB	Yes	Yes	N/A

***Pixel measurements must be exact, to avoid skewing of our page.**

***Approval necessary for expandables/movement, audio, or other extreme animation**

FLASH:

- Version 6 of flash preferred, please specify if not Version 6
- There cannot be any click-through URLs in the creative's script. If there are, our server will not be able to track clicks. Please, exclude any URIs and use clickTAG instead, on the script.
- Please make sure that the button covers the entire creative and is at the root level or level 0.
- The button should include the click variable with the following clickTAG implemented correctly. Please note that clickTAG is case sensitive.
- Please, implement the following actionscript on the button layer:

```
on (release) {  
    getURL (clickTAG, "_blank");  
}
```

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- Make sure there is a backup .gif/.jpg for each Flash creative. This is to ensure that all visitors, including those who don't have Flash or Javascript enabled browsers, can see the ads.
- Not allowed: `<PARAM NAME=wmode VALUE=opaque>`
- Z-index around 10 preferred for creatives near navigation bar

Expandable: **Interim, Buster, etc code must be provided.**

- User Initiated – Rollover, Click Expand.
- Close – Roll-off, highly visible close button.
- Cannot deactivate links below the expanded part of the ad after contraction. (So expanded part is still there just invisible.)

In- Page Audio:

- User initiated only
- Visible Sound Off button.

In- Page Video:

- Audio user initiated Only
- Visible Stop/Pause button.

Accepted Rich Media:

- Flash
- HTML
- Java
- Pointroll
- Unicast
- Blustreak
- Click-Expand
- Rollover
- Motif
- Transitional
- Floating Ads
- Eyeblander

Not Accepted Rich Media:

- ~~Pop-Up~~
- ~~Pop-Under~~

*** Please, inquire about Eyewonder**