POLITICO

ONLINE SPECIFICATIONS

All creative files/tags are due COB 3 business days prior to campaign start date.
Submit all creative files/tags to: ads@politico.com.
Please include ADVERTISER NAME and campaign start date in email subject line.

DIMENSIONS:
• Leaderboard: 728 x 90
• Super Leaderboard: 900 x 90
• Medium Rectangle: 300 x 250 / 336 x 280
• Half Page: 300 x 600 / 336 x 850
• Skyscraper: 120 x 600 / 160 x 600

SITE HOSTED SPECIFICATIONS:
Click-through URL must be supplied with all files.

Image Ads
• File types accepted: .jpg, .gif
• Animated GIFs accepted: yes
• Max Animation: 30 seconds
• Max number of loops: 3
• Max file size: 40k

Rich Media Ads
• File type accepted: .swf
• Max animation: 30 seconds
• Max number of loops: 3
• Max file size: 40k
• Frames per second: 18-24
• Audio: Must be user initiated with a click and include a mute/stop button
• Please provide a backup image file for each swf.

Click through command: Must be coded with the appropriate clickTAG on a button layer. This is mandatory in order to track clicks. The command must look exactly like this:

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

For detailed instructions on preparing Flash files, please refer to this page: http://www.247realmedia.com/EN-US/rmg2/AdSolutions/PrepareSwfSource.html

3RD PARTY HOSTED SPECIFICATIONS:
Complete redirect tags must be provided.
• Max animation: 30 seconds
• Max number of loops: 3
• Max file size: 40k
• Frames per second: 18-24
• Audio: Must be user initiated with a click and include a mute/stop button.

In-Banner Video Units
• Max initial file size: 40k
• Max additional (polite) download: 1.2 MB
• Frames per second: 18
• Audio: Must be user initiated with a click and include a mute/stop button

Expanding Units
• Max initial file size: 40k
• Max additional (polite) download: 100k
• Must be user initiated: roll over to expand; roll off to collapse
• Must include "Close X" control

• 728x90: Must expand down; Max expanding size: 728x360
• 900x90: Must expand down; Max expanding size: 900x360
• 300x250: Must expand left; Max expanding size: 610x250
• 300x600: Must expand left; Max expanding size: 610x600
• 160x600: Must expand left; Max expanding size: 360x600

PRE-ROLL VIDEO SPECIFICATIONS
• File Format: FLV
• Dimensions: 480x360 (4:3 Standard) or 480x270 (16:9 Widescreen)
• Flash Version: Flash 7/Flash 8
• Video Length: 15 seconds
• Frame rate: same as source or 50% of source (15-30 fps)
• Video Data Rate: 600kbps (recommended)
• Audio Data Rate: 48kbps (recommended)
• Total Data Rate: 648kbps (recommended)
• 3rd Party Serving: A single redirect (http:// or https:// path) to the FLV is permitted. Must contain the .flv extension in the creative return. Any other ad tags (JS, HTML, or IFRAME) are not supported within the Flash environment.

EMAIL ALERT SPECIFICATIONS:
• Ad Unit: 300x250
• Image ads only; does not support rich media
• 3rd party ad are accepted, but must be provided as simple http redirects

POP-UNDER SPECIFICATIONS:
• Acceptable dimensions: 720x300; 550x500
• Max initial file size: 40k
• Max additional (polite) download: 80k

MOBILE:
• No Flash or rich media, must be a simple image file (jpg, gif)
• Dimensions: 306x45
• Max file size: 15 KB
• Ad cannot be served through javascript or iframes; if hosted by a 3rd party, the ad must be served through a simple http:// redirect

For mechanical specifications, artwork delivery or online creative trafficking contact:
Walt Houseknecht at (703) 647-7984 or ads@politico.com