

HEARST *media services*

Creative Specs for Banner Ads

Size: >

Leaderboard:	728 x 90 pixels
Billboard:	300 x 250 pixels
Skyscraper:	160 x 600 pixels
Tile Ad:	135 x 170 pixels (static)
Half Banner:	234 x 60 pixels

File Types: > swf, gif or jpg

File Size Requirements: >

SWF	=	under 40kb
Gif	=	under 30kb
Jpeg	=	under 30kb

Ad Length: > NO longer than 15 seconds

Ad Design: > Must have border

ClickTag instructions refer to page 3.

Deadlines

Information: > If the advertiser would like to have us create the ad, fulfilment of any online creative request allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the correct specs, please allow at least one business day to be processed with the order.

Any other questions please contact:
creative@connecticutmediagroup.com

Connecticut Post **The News-Times**
Greenwich Time **The ADVOCATE**
The greater New Milford
Spectrum **BROOKS**
COMMUNITY
NEWSPAPERS

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Creative Specs for Rich Media Ads

- Size:** > Sliding Billboard; two pieces:
- Pencil = 951x30 pixels
 - Drop = 952x300 (max) pixels
- Watermark Wrap: 1250 x 640 pixels Top 125px
- Overlay / Interstitials: 550 x 450 pixels
- Peelback: 100 x 100 pixels corner opens to 940 x 940 pixels

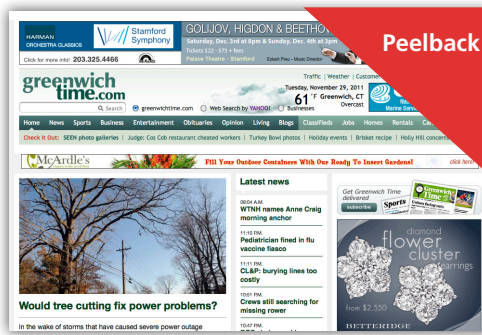
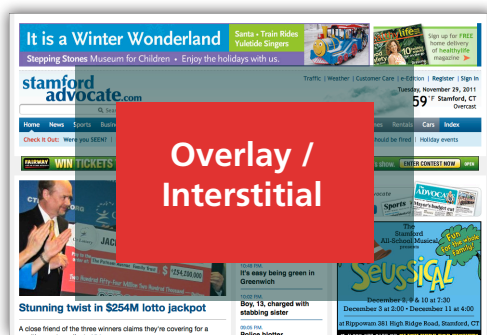
- Design Specs:** >
- must have border
 - animation no longer than 8 seconds
 - must have a "close" on expanding piece (close function added in production).
 - no file size restrictions
 - AdTags not required
 - Must have "close" (close function added in production).
 - ActionScript 3 or higher required for SWF (only overlay / Interstitials).

Deadlines

Information: > If the advertiser would like to have us create the ad, fulfilment of any online creative request allow 3 business days and 2 for any revisions.

If the advertiser supplies their own creative with the above specs, please allow at least one business day to be processed with the order.

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ClickTag Instructions

Flash ActionScript 1.0/2.0

Inserting a clickTag using ActionScript 1.0 or 2.0

- Step One:** > Insert a new button.
- Step Two:** > While in the button's screen, create a "box" that will cover the size of the entire ad in the HIT frame.
- Step Three:** > In the main scene, drag the button from the library into frame 1 of a new layer. This layer must be the top layer.
- Step Four:** > Add an action to the button. Copy and paste the script EXACTLY as shown below:
- ```
on(release) {
 getURL(clickTag,"_blank");
}
```
- Note: Do NOT embed the URL into the clickTag. Please leave "\_blank" in the ActionScript.*
- Step Five:** > Prior to publishing the movie, select version 9.0 or earlier of the Flash Player in the Publish Settings.
- Step Six:** > Export Movie.

### Flash ActionScript 3.0

#### Inserting a clickTag using ActionScript 3.0

- Step One:** > In frame 1 of the top layer of the movie scene, insert the script for the clickTag button. Download the ActionScript 3.0 file.
- Step Two:** > Insert a new button.
- Step Three:** > While in the button's screen, create a "box" that will cover the size of the entire ad in the HIT frame.
- Step Four:** > In the main scene, drag the button from the library into frame 1 of a new layer. This layer should lie directly underneath the ActionScript layer.
- Step Five:** > Add the instance name, thisBTN, to the button.
- Step Six:** > Prior to publishing the movie, select version 9.0 or higher of the Flash Player in the Publish Settings.
- Step Seven:** > Export Movie.

**Validator:** > <http://dclhelp.appspot.com/validator/>