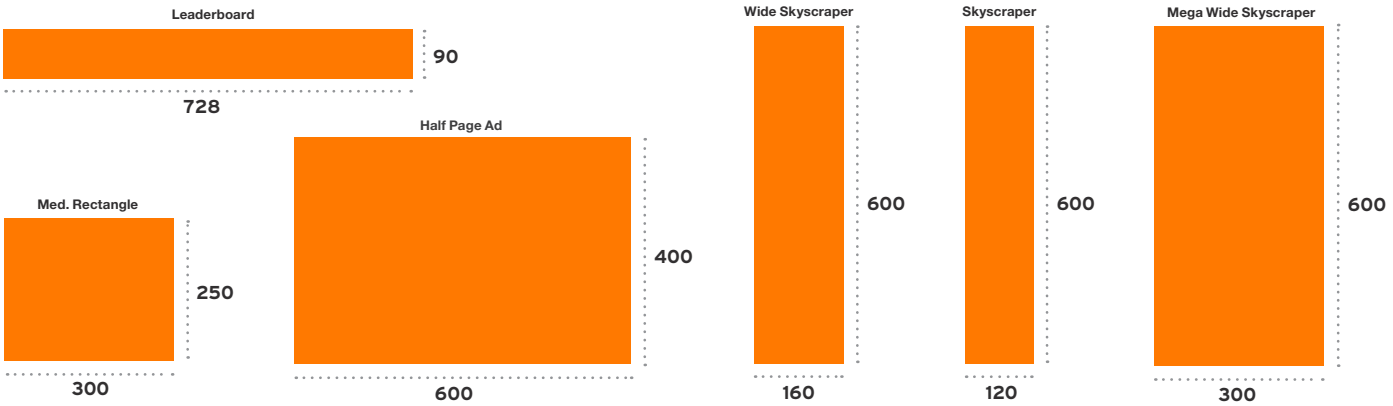
Ad Specifications: Display



Display

	Dimensions	Format	Max File Size Static / Flash
Leaderboard	728 x 90	.gif .png .jpg .swf	40K / 50K
Med. Rectangle	300 x 250		40K / 50K
Wide Skyscraper	160 x 600		40K / 50K
Small Rectangle	180 x 150		40K / 30K
Skyscraper	120 x 600		40K / 50K
Mega Wide Skyscraper	300 x 600		40K / 50K
Half Page Ad	600 x 400		40K / 50K

Flash Properties		
	Version	Flash 8 or newer
	Language (A clicktag is required and must be all lowercase.)	**ActionScript 2.0 EXAMPLE:** on (release) {getURL(clicktag, "_blank");} **ActionScript 3.0 EXAMPLE:** public var _url:String; function frame1() { this._url = ""; if (LoaderInfo(root.loaderInfo).parameters.clicktag) {this._url = LoaderInfo(root.loaderInfo).parameters.clicktag; } return; } public function handleMouse(param1:MouseEvent) : void { navigateToURL(new URLRequest(this._url), "_blank"); return; }
	Frames	18 FPS (frames per second)
	Additional	Back-up .gif or .png

Rich Media - Expandables

	Initial Dimensions	Initial Max File Size	Expanded Dimensions	Expanded Max File Size	Panel Expansion Direction	Animation
Leaderboard	728 x 90	40K	728 x 270	100K	Down	• 5 loop max • 15-second animation max • 5 panel max • User-initiated audio • Close button available
Rectangle	300 x 250	40K	500 x 250	100K	Left / Right	
Skyscraper	120 x 600	40K	300 x 600	100K	Left / Right	
Wide Skyscraper	160 x 600	40K	300 x 600	100K	Left / Right	
Pushdown	970 x 66	40K	970 x 415	100K	Left / Right	

Third-Party Ad Servers

Specific Media supports most third-party ad servers and accepts iFrame and JavaScript tags

- AdsFac
- Atlas
- Datalogix
- DoubleClick
- EyeWonder
- Interpolls
- MediaMind
- Mediaplex
- Nexac
- PointRoll
- Spongecell
- Tumri

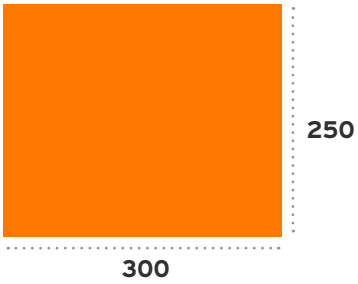
Advertising Option Icon

	Size	Design	Placement	Application
Ad Marker Container Dimensions	77 x 15	Rounded lower left corner radius: 8px	Top right corner of creative	77 AdChoices 15 8

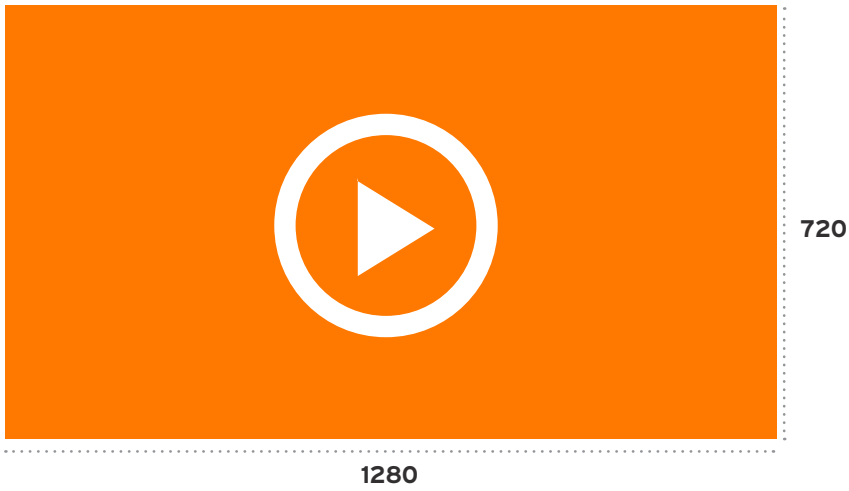
© 2013 Specific Media LLC. All Rights Reserved. All names and logos are trademarks or registered trademarks of their respective owners. Rev. 02/21/2013

Ad Specifications: Video

Companion Banner Ad: Med. Rectangle



Pre-Roll Video



Pre-Roll Video

	Compression	Aspect Ratio	Frame Rate	Depth	Key Frames	Min Resolution	Audio
Quicktime .mov (compressed)	H.264	16:9	59.94	Millions of colors +	Automatic	1280 x 720	• **Format:** AAC • **Sample Rate:** 48.000 kHz • **Sample Size:** 16-bit • **Channels:** Stereo (L R)

	Dimensions	File Type	Max File Size	Animation
Companion Banner Ad	300 x 250	.gif, .jpeg, .swf	50K	• 1 loop max • 30-second animation max • 5 panel max • User-initiated audio • Close button available

In-Banner Video

	Dimensions	Max File Size	Animation
In-Banner	300 x 250	Maximum initial load: 40K Polite file size: 80K for Flash; 500K / low bandwidth and 1MB / high bandwidth for video	• Audio and video length: 15 seconds recommended (30 maximum) • Cannot exceed 24 frames per second • Cannot have constantly animating elements • User must click to initiate streaming video • Audio must be user initiated with standard controls (e.g. play, pause, audio, mute and stop) • Start, stop and mute buttons are required

Third-Party Ad Servers

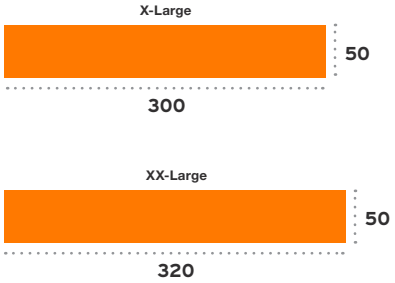
Specific Media supports most third-party ad servers and accepts iFrame and JavaScript tags	• Atlas • DoubleClick • EyeView	• EyeWonder • Innovid • Mixpo	• MediaMind • PointRoll • Spongecell	• Telemetry • VideoHub • Videology

© 2013 Specific Media LLC. All Rights Reserved. All names and logos are trademarks or registered trademarks of their respective owners. Rev. 02/21/2013

Ad Specifications: Mobile

Display

	Dimensions	Format	Max File Size
XX-Large	320 x 50	.gif, .png, .jpg	40K
X-Large	300 x 50		40K
Med. Rectangle	300 x 250		40K



Pre-Roll Video

	Compression	Aspect Ratio	Frame Rate	Depth	Key Frames	Min Resolution	Audio
Quicktime .mov (compressed)	H.264	16:9	59.94	Millions of colors +	Automatic	1280 x 720	• **Format:** AAC • **Sample Rate:** 48.000 kHz • **Sample Size:** 16-bit • **Channels:** Stereo (L R)

Third-Party Ad Servers

Specific Media supports most third-party ad servers and accepts iFrame and JavaScript tags	• Atlas • DoubleClick • EyeView	• EyeWonder • Innovid • Mixpo	• MediaMind • PointRoll • Spongecell	• Telemetry • VideoHub • Videology

© 2013 Specific Media LLC. All Rights Reserved. All names and logos are trademarks or registered trademarks of their respective owners. Rev. 02/21/2013

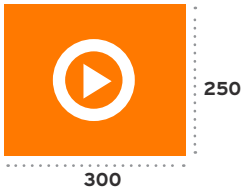
Ad Specifications: Rome

Display

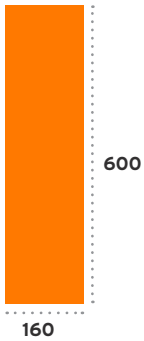
	Format	Dimensions	Max File Size	Markup
Wide Skyscraper	.gif, .png .jpg, .swf	160 x 600	40K / 50K Flash	HTML, Javascript
In-Banner Video		300 x 250	40K Initial Load / 80K Flash	
Custom Canvas		500 x 1200	100K / 140K Flash	

Custom Canvas Properties	
Left Ad Unit	Creative messaging should stay within the live area of 200 x 800 pixels in the upper-right corner
Right Ad Unit	Creative messaging should stay within the live area of 200 x 800 pixels in the upper-left corner
Images and artwork must extend beyond the live area of 200 x 800 pixels, to a total size of 500 x 1200 pixels. *Note: Separate creative must be provided for each ad unit. Identical artwork and messaging may be used; however, a mirror-image of the creative must be produced to ensure each ad unit displays properly within the designated area.*	

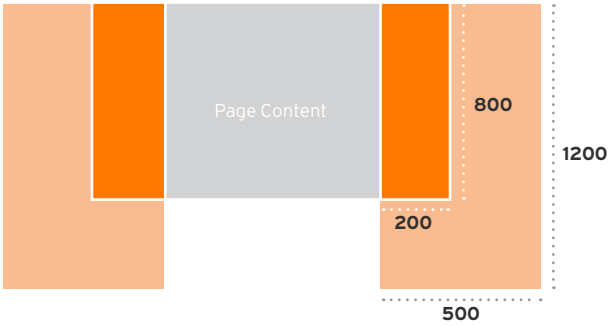
In-Banner Video



Wide Skyscraper



Custom Canvas



General Customization

	Format	Frames	Additional	Max File Size	Sub Load	Controls	Tracking Information
Flash Properties	**Source** .fla **Exported** .swf (Flash 8 or newer) ActionScript 3.0 enabled	18 FPS (frames per second)	Back-up .gif or .png	100K	External served .flv (2MB) or .swf (300K) Additional 900K permitted upon user-initiation	• User must click to initiate streaming video • Audio must be user initiated with standard controls (e.g. play, pause, audio, mute and stop) • Start, stop and mute buttons are required • Rewind and fullscreen buttons as well as scrubber bar are optional	Click-through URL(s) 3rd Party Tracking Tags (Optional) • Impressions • Clicks • Research

	Dimensions	Formats	Max File Size	Pattern
Tiled Background	Varies by design	.gif, .png, .jpg	40K	Edges and corners must match each other to create a seamless pattern
Fonts	Fonts must be sent as a separate .zip or .sit file			

In-Banner Video

	Dimensions	Max File Size	Animation
In-Banner	300 x 250	Maximum initial load: 40K Polite file size: 80K for Flash; 500K / low bandwidth and 1MB / high bandwidth for video	• Audio and video length: 15 seconds recommended (30 maximum) • Cannot exceed 24 frames per second • Cannot have constantly animating elements • User must click to initiate streaming video • Audio must be user initiated with standard controls (e.g. play, pause, audio, mute and stop) • Start, stop and mute buttons are required

Third-Party Ad Servers

Specific Media supports most third-party ad servers and accepts iFrame and JavaScript tags	• AdsFac • Atlas • Datalogix	• DoubleClick • EyeWonder • Flashtalking	• Interpolls • MediaMind • Mediaplex	• Nexac • PointRoll • Spongecell	• Tumri • Unicast

© 2013 Specific Media LLC. All Rights Reserved. All names and logos are trademarks or registered trademarks of their respective owners. Rev. 02/21/2013

Ad Specifications: Connected TV

Display

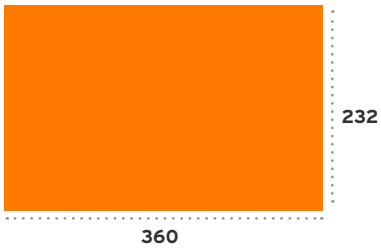
	Dimensions	Click-Through	Format	CTV Model Compatibility
Boot-Up Banner	1400 x 200	N/A	.png	2011 and later
Home Page Banner*	360 x 232	Virtual Channel		2011 and 2012
Market Place Banner*	500 x 160	Virtual Channel		2011 and later
Apps Menu Banner	500 x 160	Virtual Channel		2013 and later
My Screen Banner	412 x 212	N/A		2013 and later
Volume Control Banner	860 x 90	N/A		2013 and later

**Available on Connected Blu-ray player*

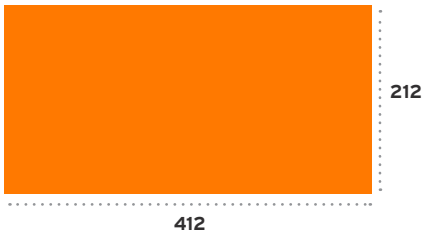
Pre-Roll Video

	Format	Compression	Aspect Ratio	Frame Rate	Depth	Key Frames	Min Resolution	Audio
Market Place Pre-roll Video	Quicktime .mov (compressed)	H.264	16:9	59.94 (must be above 20 FPS)	Millions of colors +	Automatic	1280 x 720	• **Format:** AAC • **Sample Rate:** 48.000 kHz • **Sample Size:** 16-bit • **Channels:** Stereo (L R)
Virtual Channel								

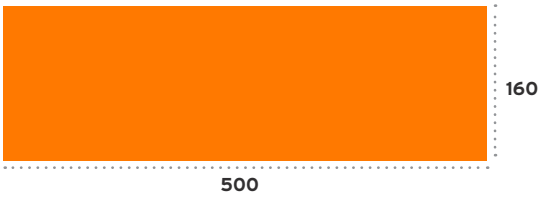
Home Page Banner



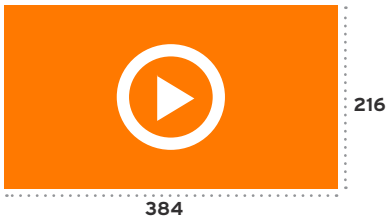
My Screen Banner



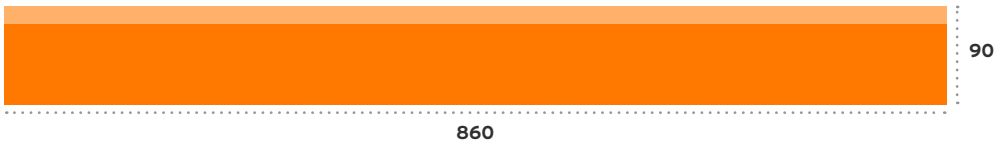
Market Place Banner / Apps Menu Banner



Market Place Pre-Roll Video

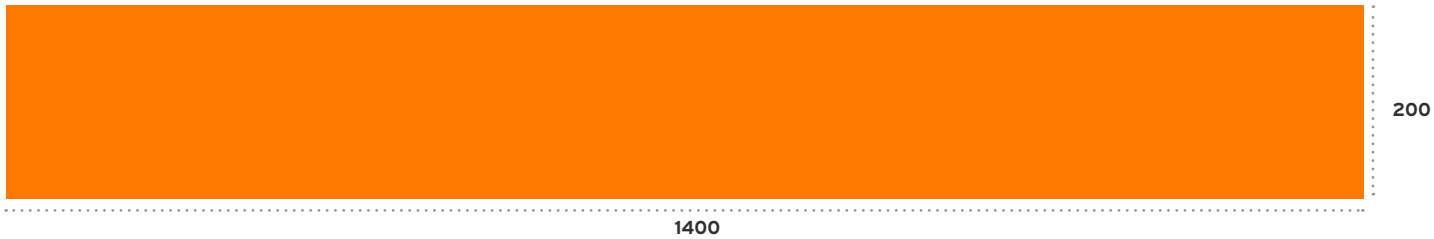


Volume Control Banner*



*A feather effect is applied to the top 20 pixels of the ad unit to gradually blend it into the Volume Bar

Boot-Up Banner



specificmedia™

specificmedia.com / 888.376.0030

© 2013 Specific Media LLC. All Rights Reserved. All names and logos are trademarks or registered trademarks of their respective owners. Rev. 02/21/2013