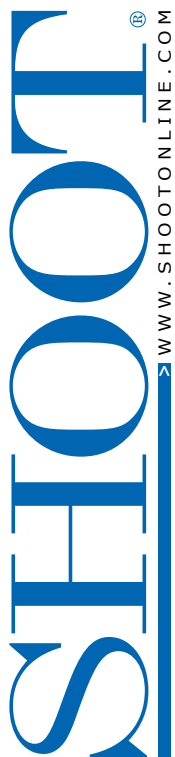


Digital Ad Specifications



In-Page Units

Type	Dimensions [w x h]	Initial Load	Rich Load*	Gif/JPG Max File Size	Creative Lead Times
Leaderboard	728 x 90	40K	100K	40K	3 working days
Medium Rectangle MPU	300 x 250	40K	100K	40K	3 working days
Half Page	300 x 600	40K	100K	40k	3 working days
Banner	468 x 60	40K	100K	40K	3 working days
Button	120 x 60	40K	100K	40k	3 working days
Text	N/A	1K	N/A	N/A	3 working days

In-Page Expandable Units

Type	Max. Expansion [w x h]	Initial Load	Rich Load*	Gif/JPG Max File Size	Creative Lead Times
Leaderboard <i>(expand push down)</i>	728x400	40K	100K	40K	5 working days
Rectangle MPU <i>(expand down and left)</i>	500 x 500	40K	100K	40K	5 working days
Half Page <i>(expand left)</i>	500 x 600	40K	100K	40k	5 working days
Banner <i>(expand push down)</i>	468 x 400	40K	100K	40K	5 working days

* Rich load specifications are only available when booking rich media ads. Standard in-page units are limited to the initial load. See 'Additional loading of files' for information regarding the use of files exceeding 100k.

version \$

Effective

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Interstitials (Overlays Floating Units)

Type	Max. Dimensions [w x h]	Flash Initial Load	Flash Polite Load	Restrictions	Creative Lead Times
Overlay	500 x 500	40K	40K	Not available on Portal Home Page unless part of an Interactive Takeover.	5 working days

All Overlays are frequency capped at 1 per user session.

Other Non-Standard Formats

For full specifications documents for Overlays and other non-standard ad formats such as Page Peels, Megabanners/Superheader, Walls/ Background Images, Interactive Homepage Takeovers and Book Ends please contact Advertising Department at marketing@shootonline.com.

Technical Guidelines

Streaming vs Progressive Downloads

- SHOOTonline does not support or allow the streaming of content into ads using the following protocols: RTSP, RTMP, RTMPE or MMS.
- Ads that require video or audio streams should use HTTP progressive downloads which is a safer option because no matter what connection viewer has, they will be able to view your video. For live streaming, a streaming server has to be used. This cannot be done over HTTP.

Looping

- No ads to loop more than 5 times.
- In Flash files which loop counting pixels can be utilized but must stop being called when the movie stops looping.

Creative Guidelines

All advertising units must have a distinct background color (i.e. backgrounds should NOT be transparent). An ad may not attempt to mimic any of the following:

- SHOOTonline branded content (news, alert boxes or branding)
- Dialogue boxes (eg. system alerts), Operating System or application windows, functionality or Graphical User Interface (GUI)
- Search functionality, boxes or buttons, any interactive GUI elements (such as a submit button, radio button, text field etc) must provide the functionality they are representing. For example a submit button must submit, a radio button must check on/off, text fields must be functional.
- All creative must adhere to SHOOTonline's creative file weights.
- All creative files must be loaded from the SHOOTonline or 3rd Party Adserver domains only.
- All audio must be user initiated (on click: mute/un-mute); default state is muted.

Expandable Ads

- Expansion must be user initiated.
- An expandable ad unit must have a close button on top right or bottom right and must automatically close on roll out.
- AD tags must be JavaScript only, iframes not accepted for expanding content.
- Expansion panel must be set to remove flash objects, iframes and java applets on the page.

Interstitial (Floating Units)

- Overlays must remove flash objects, iframes and java applets on the page, while activated.
- Overlays must have a clear close button top or bottom right and must auto close after a maximum of 15 seconds

Flash

In order for a flash ad to properly track clicks, the original source file must be prepared to receive click through parameters. This preparation is typically handled in the .fla by the flash developer. Specific instructions for setting up the proper click through parameters can be found for Flash versions 7-10 using ActionScript 2.0 and Flash versions 9 and 10 using ActionScript 3.0. More information on flash development can be found in Macromedia's help manuals.

- Flash creative must be published in Flash 9 (or below) with Actionscript 2 (or below).
- Buttons in flash ads must implement the clickTag() method of handling click through and redirection (see below for instructions).
- Embedded URL redirects are not permitted, all clicks must be recorded through SHOOTonline's adserver.
- Frame rates are preferred at 15fps to maintain optimal site performance but a maximum of 25fps will be accepted.
- Flash ads must not exceed 25% CPU utilization (burstable to 50% for periods <2s)

Action Script 2.0 (Flash Version 4-10) Modifying a Single Click Creative

Modifying a Flash banner involves changing the flash file itself in order to track click-throughs.

In this example, a getURL action is being assigned to a button that will navigate the browser to clickTAG. The "getURL(clickTAG)" statement appends the variable data passed in via the OBJECT EMBED tag and navigates the browser to that location. It is the tracking code assigned by the ad serving network, which allows them to register a user's click on that advertisement. This action SHOULD be marked as an "Expression," there should NOT be quote marks around it.

A Common mistake is to apply this action to a keyframe or other element rather than a button symbol. Please make sure the action is triggered by a click event such as "on(release){}". This will ensure that the action will only happen when somebody clicks on it.

Please include "_blank" window option in the action script as show below. Note: this action should NOT be marked as an "Expression," there SHOULD be quote marks around it.

You can copy-and-paste this action for use in your Flash creative:

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

In order to support older, non-Flash browsers, a GIF or JPG file should be supplied. This will be served only to users that do not have a Shockwave (FLASH) plug-in. When exporting the flash file to a shockwave file, please save down to Flash 8.

For all buttons in movie clips, use this code:

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

Action Script 2.0 (Flash Version 4-10) Modifying Multiple Clicks with different URLs

In this example, a `getURL` action is being assigned to a button that will navigate the browser to `clickTAG`. The `"getURL(clickTAG)"` statement appends the variable data passed in via the OBJECT EMBED tag and navigates the browser to that location. It is the tracking code assigned by the ad serving network, which allows them to register a user's click on that advertisement. This action SHOULD be marked as an "Expression," there should NOT be quote marks around it.

A Common mistake is to apply this action to a keyframe or other element rather than a button symbol. Please make sure the action is triggered by a click event such as `"on(release){}"`. This will ensure that the action will only happen when somebody clicks on it.

Please include `"_blank"` window option in the action script as show below. Note: this action should NOT be marked as an "Expression," there SHOULD be quote marks around it.

For multiple clicks that require a different URL, repeat the above steps. Add the number 2 to the second click (example: `clickTAG2`) and a 3 for the third click, etc.

You can copy-and-paste these actions for use in your Flash creative:

First ClickTAG:

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

2nd ClickTAG:

```
on (release) {
    getURL(clickTAG2, "_blank");
}
```

3rd ClickTAG:

```
on (release) {
    getURL(clickTAG3, "_blank");
}
```

In order to support older, non-Flash browsers, a GIF or JPG file should be supplied. This will be served only to users that do not have a Shockwave (FLASH) plug-in.

When exporting the flash file to a shockwave file, please save down to Flash 8.

For all buttons in movie clips, use this code:

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

All flash can be tested at, <http://www.adopstools.com>, for assurance that the modification has been properly done. To learn more about modifying flash files, please visit <http://www.macromedia.com/resources/richmedia/>

Set Up Steps for Flash 9-10 using ActionScript 3.0

1. Create a Button. If the button is not already on the stage, drag it to the stage.
2. Give the button an instance name (`myButton`) on the stage
3. Right click on the first key frame for the layer that contains the button (in the timeline pane). From the context menu select "Actions" (this will open the Actions Frame for that layer).
4. Place the click tag actions script (listed below) in the Actions Frame

```
// ActionScript 3.0
/* Requires
 * - Button symbol on Stage with instance name "myButton"
 */
myButton.addEventListener(MouseEvent.CLICK, buttonSymbol_click);

function buttonSymbol_click(evt:MouseEvent):void {
    var clickTAG:String = loaderInfo.parameters.clickTAG;
    // Check for malicious code injections, only use URLs if they begin with http: or https:
    if ((clickTAG.substr(0, 5) == "http:") || (clickTAG.substr(0, 6) == "https:"))
    {
        var req:URLRequest = new URLRequest(clickTAG);
        navigateToURL(req, "_blank");
    }
}
```

Back Up Images

- A back up image must be provided in GIF, Animated.GIF or JPG format. PNG files are not currently permitted.
- A back up image must also accompany any 'inline' Flash creative to be served to users with an unsupported version of Flash or whose browsers do not support Javascript.
- There should be a minimum of 0.3s between GIF animation frames.

Additional Loading of Files

If permission has been granted by SHOOTonline then Flash units which utilize the loading of additional files are allowed under the following guidelines:

- You are allowed a maximum of 2.2Mb of additional files to be loaded
- This allowance must be loaded via a maximum of 4 files (e.g. 1x2.2MB, 2x1.1MB, 3x700KB, 4x550KB)
- Files must be loaded from the SHOOTonline or 3rd Party Adserver domains only.

General Technical & Creative Guidelines

- All creative is subject to approval by SHOOTonline.
- Cross Site Scripting is not permitted.
- The use of Clipboard is not permitted.
- You may not use Flash Shared Objects.
- Accessing the user's microphone or web cam is not permitted.
- Advertising multiple advertisers or products on the same tag is not allowed.
- Accessing the SHOOTonline domain's cookies is not permitted.
- You may not link directly to PDFs or unless prior permission has been granted by SHOOTonline after PDF review.
- You may not link directly to email addresses. Use of contact form requesting email address data is acceptable.

3rd Party Adservers

We accept the following 3rd Party Adservers for ad-delivery and tracking purposes: Pointroll/Pixel; Mediaplex/Standard; Eyewonder/Javascript; Facilitate/Javascript/Flash; Facilitate/Javascript/Universal; Adition/Javascript; Adtech/Javascript; Adtech/IFrame; Atlas/IFrame/Script; Atlas/Standard/Standard Image; Doubleclick DFA/Javascript/Dynamic; Flashtalking/Pixel; Flashtalking/Javascript; Google/AdSense; Tradedoubler/Javascript; we can work with other but may require custom work to get working.

- 3rd Party ads must always return a valid image/ad.
- 3rd Party ads must not be stopped or turned off at the 3rd Party without prior agreement with SHOOTonline.
- Frequency capping, geo targeting or any other targeting of creative by 3rd Party adservers is not supported.
- Any changes made to creative already submitted to ,or currently live on, SHOOTonline must be agreed prior to deployment.
- Any additional ads you wish to place in the rotation of an existing 3rd Party campaign must be agreed with SHOOTonline prior to deployment.

HTML5 creative

SHOOTonline can deliver HTML5 as a third-party creative. Because the implementation of HTML5 code is considered a custom implementation, SHOOTonline is not responsible for troubleshooting specific issues with HTML5 creatives. SHOOTonline can't provide assistance with the appearance, functionality, troubleshooting, debugging, or reporting on discrepancies for any custom implementations. We can only confirm your custom creative code is serving to our site properly. *Note:* If a HTML5 is served to an Apple iOS or Android device, the HTML5 creative will function properly. However, if the creative served to the tag contains a Flash-based creative, the backup image will display instead of the Flash creative on the Apple iOS.

Submission Guidelines

- Ads must conform to all specifications outlined herein. Creative that does not conform may be returned for revision, which may impact the launch date.
- For traditional ad sizes, creative is due 5 business days before the launch date to ensure thorough testing. Although we make every effort to accommodate late creative, be aware that it may impact the launch date. For custom built or lead gen units, turnaround times are listed in this document.
- 3rd party tags must be live upon submission to ensure thorough testing. Creative should function properly on all publicly released browsers and operating systems. We will not be responsible for troubleshooting creative with compatibility issues and reserve the right to filter conflicting browsers and operating systems if they negatively impact the user experience. Be aware that compatibility issues may impact our ability to meet the contracted goals.

Critical Creative Specifications

- 3rd PARTY TAGS: Javascript tags accepted. No iFrames. If creative is rotated through the tag without notification, we reserve the right to pause the creative. This may impact our ability to meet the contracted goals. Pop-ups only with approval.
- MAX FILE SIZE: 39k (Also applies to polite loads. Up to 95k for 3rd party tags).
- SYNCED AD UNITS: Not accepted.
- ANIMATION: Accepted. Please limit to 15 seconds.
- LOOPING: Allowed, 3 loops max.
- AUDIO: Accepted. Must be user-initiated.
- VIDEO: Accepted to 1 MB file size and must true stream, with polite load. May auto-start. Stop or pause is required.
- FRAME RATE: 30fps max.
- RICH MEDIA: Accepted from all trusted vendors including adInterax, Atlas, DoubleClick Motif, EyeBlaster, EyeWonder, LinkStorm, PointRoll, Yahoo!
- FLASH: We accept all publicly released versions. Please supply a backup .gif file for users who do not support Flash (i.e. iPhones, iPads). Click URLs must not be hard-coded. Please incorporate the following ActionScript 2 (AS2) action/click-tag into the Flash file so that we may control and track the click-through URL:

```
on(release){ getURL(_level0.clickTag,"_blank"); }
```

If using ActionScript 3 (AS3) please use this coding:

```
Link_1.addEventListener(MouseEvent.CLICK, function(event: MouseEvent): void {  
    var sURL: String;  
    if ((sURL = root.loaderInfo.parameters.clickTag)) {  
        navigateToURL(new URLRequest(sURL), "_blank");  
    }  
});
```

Co-Branded E-mail Campaign

- Co-Branded E-mail will state "Brought to you by SHOOT."
- Company Logo in .jpg format (350x50 max. dimensions).
- E-mail Subject Line: 50 character limit including spaces.
- E-mail Body Text: 250-300 character limit including spaces (Please include 2 "call to actions" within the copy if possible).
- Destination URL.
- Test and Seed list. The test list includes e-mail addresses of those you would like to receive the test of the e-mail blast and the seed list includes those you would like to receive the actual deployment of the blast.

E-mail Best Practice Highlights

- Always use a strong subject line; this often determines if the e-mail gets opened.
- Content should be easy to scan. Readers scan for points of interests; use chunks of content with white space between. Do not use red, white or gray text. It decreases deliverability and reputation because most ISPs use it to identify SPAM.
- Turnaround/Build Time: Creative not received 5 days before email deployment may not run as scheduled. Please deliver creative on time!

Regarding Suppression Files:

- Applying client opt-out files is legally unnecessary and will limit the number of qualified IT professionals available to you. Many IT professionals choose IDGE as their trusted source, and request we filter and send topically relevant programs to them. Removing this qualified IDGE audience via a client's suppression file is discouraged.

Regarding the Co-Branded E-mail Blast Format:

- Test e-mail promotions with minimal images are deployed for the best deliverability and response rates with the IDGE audiences. HTML increases the likelihood of the blast being caught in spam filters as well as increases the likelihood of the blast encountering technical/visual obstacles as pre-defined code will be adjusted to fit into the framework of our e-mail deployment platforms and would require longer turnaround times and additional testing prior to deployment.