

NRN.com 2008 Online Advertising Specifications

IMPORTANT: Please share this entire document with your creative designers to avoid materials being returned to you because they do not meet our specifications.

Browser Incompatibility Disclaimer:

We are aware that some rich media ads do not display using all browsers. Typically this is seen in Netscape and Mozilla. Currently this comprises approximately 10% of NRN's users. NRN requires a GIF ad to use in these instances. However, by signing the Insertion Order and submitting your rich media ad to NRN, you acknowledge that you have been informed of this and agree to the terms of your Insertion Order regardless of browser-related issues.

- NRN.com reserves the right to approve all creative prior to launch.
- NRN.com reserves the right to edit, revise, or refuse advertising for any reason.
- Frequency caps on Home-Page floating ads are required. One view per user per 24 hours.
- Misleading advertising is not permitted. All content within ad creative must be legible (min. 10-pt font) and the speed of any animation should reasonably allow the user to read the advertisement in it's entirety.
- Any advertisement or content that can be misread by the user as news/feature, etc. must be clearly labeled as an "advertisement".
- NRN.com will not be responsible for errors in customer-created or third-party delivered advertisements.
- NRN.com will not be responsible for errors in advertisements/placements which are submitted after the materials deadline.
- NRN.com does not guarantee any given level of circulation, distribution, reach or readership for an advertisement.
- Credit's for incorrect ad placements/creatives in the form of "make-goods" will only be provided if notification of the inaccuracy is provided within 48 hours following the posting error.
- NRN.com reserves the right to pick-up previous creative in the event no response is received from the advertiser/agency on record. Pick-up of previous creative under these circumstances will not be considered an error and no credit's will be provided.

Listing of Ad Sizes:

Specialty Over-The-Page Ad Units	
Description / Size Requirements	Description / Size Requirements
<p>Top Banner - 468x60 pixels (Top Position all pages) 20kb or less GIF,JPG / 30kb or less SWF</p>	<p>Expandable Top Banner – 468x60 pixels (User-Initiated) Expands DOWN - max size 468x120 40kb or less</p>
<p>Medium Rectangle (2 spots) 300x250 pixels (Right Side Positions on all pages) 20kb or less GIF,JPG / 30kb or less SWF</p>	<p>Expandable Med. Rectangle – 300x250 pixels (User-Initiated) Expands: LEFT – max size 600x250 or DOWN- max size 300x500 40kb or less</p>
<p>Rectangle – 180x150 pixels (Middle Page Position on Home page ONLY) 20kb or less GIF,JPG / 30kb or less SWF</p>	<p>Floating Ad / Splash Ad - 475x350 pixels (Non User-Initiated) (Home Page Only) 1 view per user in 24 hours 24-hour run Tue, Wed, or Thu 40kb or less</p>
<p>Leaderboard – 728x90 pixels (Below feature boxes/above blog promo on Home page ONLY) 20kb or less GIF,JPG / 30kb or less SWF</p>	<p>Interstitial/Transitional Ad – 600x500 pixels (Non User-Initiated) (between page transitions) 75kb or less</p>
<p>Micro Bar (3 spots) – 88x31 pixels (Below Left Navigation on Home page ONLY) 10kb or less GIF,JPG</p>	

Full Media Kits for both print & online are available at our website, www.nrn.com

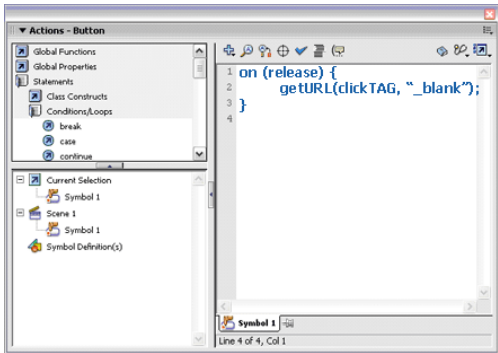
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Technical Specifications: GIF

Specifications for GIF and animated GIF ads	
<p>Acceptable File Formats:</p> <ul style="list-style-type: none"> GIF, JPG, Third Party Served <p>Size Limitations:</p> <ul style="list-style-type: none"> See table above <p>Animation Allowed:</p> <ul style="list-style-type: none"> Yes, Max 15 seconds incl. flashing icons/buttons 	<p>Content/Creative:</p> <ul style="list-style-type: none"> 1 pixel colored border or background color other than white is required Maximum number of creatives in rotation at one time is 3 per advertiser/ per ad size. All copy must be legible to user, minimum 10-point type <p>Lead Time:</p> <ul style="list-style-type: none"> 3 business days

Technical Specifications: Rich Media

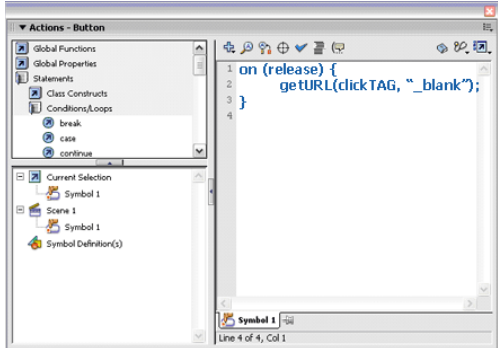
Specifications for Rich Media ads	
<p>Acceptable File Formats:</p> <ul style="list-style-type: none"> SWF (Flash)*, Third Party Served Flash ads must include GIF backup version also <p>Animation Allowed:</p> <ul style="list-style-type: none"> Yes, Max 15 seconds incl. flashing icons/buttons After 15 seconds additional animation must be user-initiated <p>Video/Sound:</p> <ul style="list-style-type: none"> Clearly labeled Close, Play, Stop controls Video allowed within given requirements, video streaming is recommended. Audio not allowed. If non-user initiated, must load & play within 10-15 seconds. Medium Rectangle ONLY (.swf) 	<p>Content/Creative:</p> <ul style="list-style-type: none"> 1 pixel border or background color other than white is required Maximum number of creatives in rotation at one time is 3 per advertiser/ per ad size. All copy must be legible to user, minimum 10-point type <p>Lead Time:</p> <ul style="list-style-type: none"> 7 business days on Rich Media <p>Rich Media Options NOT supported by NRN.com</p> <ul style="list-style-type: none"> Ad code that contains ILAYER, LAYER or NOLAYER tags. Creative using these tags is not acceptable due to cross-browser compatibility and stability issues. Mailto: fields are not accepted in lieu of URL's. We cannot guarantee a successful user experience with these fields.
<p>Special Requirements for Flash Ads:</p> <ul style="list-style-type: none"> For all SWF ads, a backup GIF or JPG ad must be provided Must be published for Flash plug-in 7 or lower Flash version 6 or higher is recommended in order to ensure best performance Flash frame rate less than 18 frames per second A click-thru can launch only one new browser window Mouse-over interaction cannot link a user to a new web site A close button must be included and added to root level or level zero. A clicktag should be added to the button. Clicktags should not have URLs coded in them because Dart cannot count clicks if the .swf file has the URL. The clickTAG is case-sensitive in Flash version 6 and above and must be clickTAG. In other versions of Flash, it is not case-sensitive, but it is recommended to be clickTAG. 	<p>clickTAG Coding Instructions</p> <ol style="list-style-type: none"> Select getURL in the button from where you want the URL navigation to trigger. Type clickTAG in the URL field. <ul style="list-style-type: none"> clickTAG must look exactly as shown in diagram. Note: clickTAG is case sensitive. 

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Technical Specifications: **Splash/Interstitial**

Specifications for Splash & Interstitial/Transitional Ads	
<p>Acceptable File Formats:</p> <ul style="list-style-type: none"> SWF (Flash)* Flash ads must include GIF backup version also <p>Animation Allowed:</p> <ul style="list-style-type: none"> Yes, Max 15 seconds incl. flashing icons/buttons After 15 seconds additional animation must be user-initiated <p>Video/Sound:</p> <ul style="list-style-type: none"> Video Not Allowed except as part of Flash No sound allowed 	<p>Content/Creative:</p> <ul style="list-style-type: none"> 1 pixel border or background color other than white is required 1 creative is allowed All copy must be legible to user, minimum 10-point type <p>Lead Time:</p> <ul style="list-style-type: none"> 7 business days on Rich Media <p>Rich Media Options NOT supported by NRN.com</p> <ul style="list-style-type: none"> Ad code that contains ILAYER, LAYER or NOLAYER tags. Creative using these tags is not acceptable due to cross-browser compatibility and stability issues. Mailto: fields are not accepted in lieu of URL's. We cannot guarantee a successful user experience with these fields.
<p>Special Requirements for Flash Ads:</p> <ul style="list-style-type: none"> For all SWF ads, a backup GIF or JPG ad must be provided Must be published for Flash plug-in 7 or lower Flash version 6 or higher is recommended in order to ensure best performance Flash frame rate less than 18 frames per second A click-thru can launch only one new browser window Mouse-over interaction cannot link a user to a new web site A close button must be included and added to root level or level zero. A clicktag should be added to the button. Clicktags should not have URLs coded in them because Dart cannot count clicks if the .swf file has the URL. The clickTAG is case-sensitive in Flash version 6 and above and must be clickTAG. In other versions of Flash, it is not case-sensitive, but it is recommended to be clickTAG. DO NOT include a Close button on your creative, we handle this on our end. 	<p>clickTAG Coding Instructions</p> <ol style="list-style-type: none"> Select getURL in the button from where you want the URL navigation to trigger. Type clickTAG in the URL field. <ul style="list-style-type: none"> clickTAG must look exactly as shown in diagram. Note: clickTAG is case sensitive.  <p>The screenshot shows the 'Actions - Button' panel in Adobe Flash. The main area contains the following code: <pre>1 on (release) { 2 getURL(clickTAG, "_blank"); 3 } 4</pre> The left sidebar shows the 'Current Selection' panel with 'Symbol 1' selected. The status bar at the bottom indicates 'Line 4 of 4, Col 1'.</p>

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Contract, Pricing & Availability Information

For sales or general questions about your program, placements or availability,
please contact your Regional Sales Director:

<u>Regional Sales Directors</u>				Secondary Contact
Region	Name/E-mail	Mailing Address	Phone/Fax	
FL/GA/TX/NC/ SC/AL/VA	Tom McElhinny tmcelhin@nrn.com	5825 Glenridge Dr, Bldg. 3, Ste.101 Atlanta, GA 30328	Phone: 404-845-3433 Fax: 404-843-0751	Susan Vincer Publishing Director NRN-Online svincer@nrn.com 262-835-2661
New England/ NY/PA/NJ	Chris McCoy cmccoy@nrn.com	88 Pond Street, Ste. 1 Sharon, MA 02067	Phone: 781-793-7888 Fax: 781-793-7862	
IL/OH/MI/ IN/TX/IA/KS	John Krueger jkrueger@nrn.com	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 312-645-5073 Fax: 312-644-3256	
IL/MN/WI	Kevin McKay kmckay@nrn.com	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 312.645.5091 Cell: 847.778.0313 Fax: 312-644-3256	
CA/AZ/NM/ ID/CO	Rebecca Roberts rroberts@nrn.com	606 N. Larchmont Blvd., Ste. 206 Los Angeles, CA 90004	Phone: 323-860-6321 Fax: 323-465-4287	
National Telemarketing	Sue Macnow smacnow@nrn.com	425 Park Avenue New York, NY 10022	Phone:212-756-5211 FAX: 212-756-5215	
Classified Advertising	Leslie Wolowitz wolowitz@nrn.com	425 Park Avenue New York, NY 10022	Phone:212-756-5210 FAX: 212-756-5289	
Inside Sales Manager	Neil Hochman nhochman@nrn.com	425 Park Avenue New York, NY 10022	Phone:212-756-5190 FAX: 212-207-8761	

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Materials Submission

Please make sure that there are no spaces or periods/dots in the names of your files. While these sometimes work on a Mac, they are seen as possible viruses by PC users.

If you have a multiple-product advertising package with NRN, it is recommended that you send materials for each piece under separate cover (ex. e-mails) **labeled with the newsletter name, insertion date and ad position or the site materials labeled with the position and the run time.** This will expedite the process of getting your information online as quickly as possible. (For example: one e-mail might contain your ads for the site, a second email might contain your information for a product page). We also recommended that you gather all necessary materials and send them when you have all the requirements. Sending materials separately increases the chances that something will be missed.

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Submission of Materials & Technical Questions

Materials may be submitted via e-mail (3MB limit), CD or FTP.

	Name/E-mail	Mailing Address	Phone/Fax
Primary Contact	Amita John materials@nrn.com	110 Summit Avenue Montvale, NJ 07645	Phone: (201)740-6267
Secondary Contact	Susan Vincer svincer@nrn.com	444 N. Michigan Ave., Ste. 1070 Chicago, IL 60611	Phone: 262-835-2661 Fax: 312-644-3256

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