



Product: Leaderboard
Dimensions: 728x90
File Size: 40 kb Max
File Format: JPG, PNG, GIF, SWF
Animation: 15 Seconds Max



Product: Rectangle
Dimensions: 300x250
File Size: 40 kb Max
File Format: JPG, PNG, GIF, SWF
Animation: 15 Seconds Max



Product: Half Page
Dimensions: 300x600
File Size: 40 kb Max
File Format: JPG, PNG, GIF, SWF
Animation: 15 Seconds Max



Product: Section Sponsor
Dimensions: 120x60
File Size: 6 kb Max
File Format: JPG, PNG, GIF
Animation: Not Available



Product: Wallpaper Sponsor

Dimensions: 1280×800 to 1680×1024

File Size: 100 kb Max

File Format: JPG, PNG, GIF

Animation: Not Available



Product: Wide Skyscraper

Dimensions: 160×600

File Size: 40 kb

File Format: JPG, PNG, GIF, SWF

Animation: 15 Seconds Max



Product: Corner Peel

Dimensions: 125×100 and 800×600

File Size: 40 kb and 200 kb Max

File Format: JPG, SWF

Animation: 5 Seconds Max



Product: Sliding Billboard

Dimensions: 980×30 and 980×300

File Size: 40 kb and 90 kb Max

File Format: JPG, GIF, SWF

Animation: 5 Seconds Max



Product: Companion Rectangle
Dimensions: 728x90 and 300x250
File Size: 40 kb Max
File Format: JPG, GIF, SWF
Animation: 15 Seconds Max



Product: Companion Half Page
Dimensions: 728x90 and 300x600
File Size: 40 kb Max
File Format: JPG, GIF, SWF
Animation: 15 Seconds Max



Product: Mobile Banner Application
Dimensions: 320x50
File Size: 40 kb Max
File Format: JPG, PNG, GIF
Animation: 15 Seconds Max



Product: Mobile Website Rectangle
Dimensions: 300x250
File Size: 40 kb Max
File Format: JPG, PNG, GIF
Animation: 15 Seconds Max



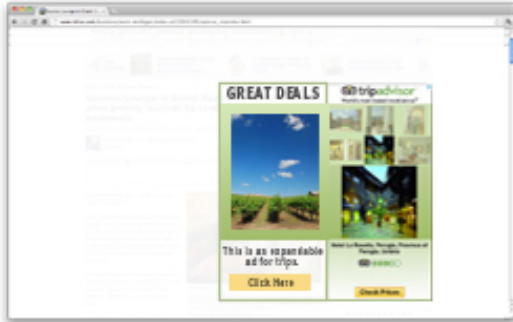
Product: Expandable Leaderboard

Dimensions: 728x90 and 728x360

File Size: 40 kb Max (120 kb Polite)

File Format: JPG, GIF, SWF

Animation: 15 Seconds Max (Expands Down)



Product: Expandable Half Page

Dimensions: 300x600 and 600x600

File Size: 40 kb Max (120 kb Polite)

File Format: JPG, GIF, SWF

Animation: 15 Seconds Max (Expands Left)



Product: Expandable Rectangle

Dimensions: 300x250 and 600x250

File Size: 40 kb Max (120 kb Polite)

File Format: JPG, GIF, SWF

Animation: 15 Seconds Max (Expands Left)

AD SUBMISSION GUIDELINES

Art and Text for Ad Creation



Images

Whenever possible, we prefer to receive images in electronic form. We can process most formats, including Photoshop, JPG, GIF, BMP, PICT, & TIF files. While every situation is different, most images should be high resolution which is 300 dpi, or around 900x600 pixels. Otherwise, good quality printed material is fine. We cannot accept transparencies or negatives for any graphic materials.

Logos

The best way to send logos and other line art is in vector format: EPS, Illustrator (AI), or Postscript. If the file contains any specific fonts, please include them. Otherwise, a medium to high resolution image file is acceptable. Business cards are the hardest to work with due to poor image quality.

Text

We strongly prefer any copy greater than 50 words be sent as a text document via email, or in either Microsoft Word or plain text format. We can also accept text and layout created in InDesign, Illustrator, Quark, or Pagemaker.

Static Ad Specifications

Ads must be 72 dpi, sized to the pixel dimensions, saved as either GIF or JPG format, and have a file size within range (see chart). A border should be included on any advertisement with a white background. Ads that will run in email newsletters must be GIF or JPG only (not Flash animated ads).

Flash Ad Specifications (SWF)

Flash Version

Our standard Flash version is Flash 8 and all prior versions are acceptable. ActionScript 3.0 is not recommended; use ActionScript 2.0. In order to run on MLive, the ad must become completely static after 15 seconds. A static backup GIF or JPG will be required in case the user does not have a Flash player installed.

clickTAG

A clickTAG is the standard parameter used in Flash ads. The parameter is a variable that defines the destination URL from the markup code. By using a clickTAG, the advertiser can easily see and modify the URL without a Flash developer. All Flash ads **must** use the following clickTAG tracking method to deliver properly on our site.

Visit <http://www.flashclicktag.com/> on how to properly create a clickTAG enabled Flash advertisement. Go to <http://www.zedo.com/flashclicktagvalidator/clicktagValidator.html> to check to see if the clickTag was implemented properly

*** NOTE Do not replace clickTAG with your intended URL. Otherwise, the button will not operate properly when scheduled. Please make sure to include the clickTAG actionscript code is on a transparent button layer on the top of the timeline. It is imperative that you use the exact actionscript below:

```
on (release) {  
if (_root.clickTAG.substr(0,5) == "http:") {  
getURL(_root.clickTAG, "_blank");}} getURL(_root.clickTAG, "_blank");  
}  
}
```

Required Files

For each Flash creative, the SWF and backup GIF or JPG file must be included. FLA files may be required for troubleshooting purposes, especially if the ad was not built to spec. If asked to provide a FLA file, please include the fonts and raster images used within the advertisement.

Corner Peel

Design the two units knowing the lower triangular area is covered up. The open peel graphic is generated automatically.

Sliding Billboards

All Sliding Billboards contain 2 units/components: an Auto-Expand (Billboard) unit and a Click-to-View (Pencil) unit:

Billboard - Auto Expand

- 90k max
- 980x300 pixels
- swf, gif, or jpg
- 5 seconds maximum animation. No looping
- Ad will automatically expand on page load the 1st time a unique user is served the ad. In no instances will hover-to-expand be allowed
- Do not include a close button as one will be provided in the upper right-hand corner.

Pencil - Click-to-View

- 40k max
- 980x30 pixels
- swf, gif, or jpg
- No animation allowed
- User clicks to expand ad. Due to usability concerns, a rollover method to get this ad to expand is not acceptable
- Must contain button or language that instructs user to 'click to expand', 'expand ad', etc...Due to usability concerns, a rollover method to get this ad to expand is not acceptable

Note: if you are sending tags for a sliding billboard, please send two separate tags: one for the auto-expand version, and one for the click-to-view version.

Expanding Ads

Expand Method:

Automatic-open: Limited to 1 per user per day (considered an impact ad), NO automatic audio accepted - User-initiated: Rollover or Click accepted, NOT limited as an impact ad

Close Method:

Roll-off or Click accepted, unit must close immediately upon roll-off or click, can remain open on hover - A prominent "Close" option must be on all expanding panels, even if the close method is Roll Off - Unit must close after 15 seconds no matter what expand method is used

Media Specs: - Video elements: max 18 fps (frames per second) - Audio: on user-click only - Animation: max 15 seconds

Wallpaper

- File format: JPG/GIF only. No Flash. No animation.
- Max file size: 100k max
- Dimensions: 1280-1680 pixels wide, 800-1600 pixels high (with primary copy/content within 1280 space width to account for laptop monitors; otherwise content may not be seen)
- Leave 1000px width of white space centered in the space (this is where the MLive website goes)
- Design recommendations: recommend fading the bottom of the wallpaper to white, or non-fading creative will simply have an abrupt end at the bottom. Wallpaper images and use of colors should be subtle, and not too high-contrast.

Video Ads

Preroll

- 15-second max video
- .FLV only
- Flash version 7 or 8
- 1 MB (recommended)
- 480x360 (4:3) or 480x270 (16:9)
- frame rate - 30fps
- audio - 48 kbps

Postroll

- 30-second max video
- .FLV only
- Flash version 7 or 8
- 1 MB (recommended)
- 480x360 (4:3) or 480x270 (16:9)
- frame rate - 30fps
- audio - 48 kbps

3rd Party Tags

MLive.com accepts most tags (javascript and Iframe). If you have any concerns that your tags will not be accepted, please check with your sales associate for confirmation.

Sending Materials

Electronic Transfer : Materials may be uploaded to us by visiting <http://www.mlivemediagroup.com/upload-files/>. We accept files in both Mac & PC format.

Newspaper Advertising

For information on advertising in one of our affiliated newspapers, please visit <http://www.mlive.com/placead>.