

Diablomag.com Ad Specs

Ad Unit Sizes (maximums)	Dimensions	Max File Size Static Image Ads	Max File Size Rich Media Ads
Leaderboard	728 x 90	60K Max	80K Max
Category Sponsorship	728 x 90 300 x 250	60K Max 60K Max	80K Max 80K Max
Island Unit	300 x 250	60K Max	80K Max
Homepage Pushdown Unit	970 x 90 970 x 415	60K Max	N/A
Fixed Footer Unit	1200 x 40 768 x 40 480 x 40	60K Max	N/A

Static Image Ads (GIF/JPG)

Please provide:

- .JPG, .GIF, or animated .GIF
- Click-through URL

Rich Media Ads

Supported formats: Flash (SWF), Third-Party hosted media

Third-Party Hosted Ads:

- Initial file load may not exceed 80k
- Polite or expanding load may not exceed an additional 100k
- No limit on streaming video load
- Method of expansion and contraction must be the same (i.e., mouse-over or click)
- Mandatory "Close" button required for intrusive ads (unless mouse-over)
- Third-party tags must be supplied in a text file or an Excel document
- Click-through URL
- Accepted Third-Party Vendors (including but not limited to): Google - DART for Publishers, Google - DART for Advertisers, ADTECH Helios, MediaMind, Eyewonder, Mediaplex, Microsoft - Atlas, Pointroll

Flash Ads:

- File Format: Macromedia Flash 7 Compatible SWF file (lowest common denominator)
- Animation: 15 seconds maximum
- Frame Rate: maximum 18 frames per second or lower, ideally 12 fps
- A backup .gif/.jpg must be provided for non-flash users (according to static image specs above)
- Please see next page for instructions to create an SWF creative file for use in Open AdStream

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Creating an SWF Creative File for Use in Open AdStream (OAS)

These instructions are intended for Flash Versions 7, 8, and 9 using ActionScript 2.0. ActionScript 3.0 is not recommended; currently, pop-up blockers only allow the 'onRelease' command. Unfortunately, this command has been removed in ActionScript 3.0.

Setup Steps:

1. A clickable flash object such as a button or "hitarea" in the flash movie clip will require some actionscript attached to it.
2. Associate the "on(release)" event with that object.
3. The object will now listen for that particular event. When the event occurs it will trigger actionscript instructions.
4. Place the click tag actionscript (listed below) as the instructions for the "on(release)" event.

For a Button Use:

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

Make sure to check off the "Expression" checkbox for the URL field that is the variable for the getURL actionscript function.

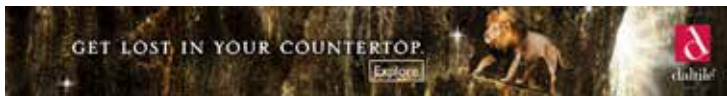
Additional Notes:

1. If the whole file is meant to be clickable, a transparent button should be placed on the top layer of the SWF.
2. In order to track clicks within OAS, the SWF **must not** be setup with a hardcoded click URL.

Method of Delivery:

Direct files and questions to Shannon Nelson at snelson@maildiablo.com. If you are to provide third party tags, please provide them in a text file.

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Leaderboard
Category Sponsorship
 [728 px x 90 px]



Island
 [300 px x 250 px]



Homepage Pushdown Unit*
 [teaser image: 970 px x 90 px]
 [expanded unit: 970 px x 415 px]
 *must provide both teaser and expanded unit files



Fixed Footer Unit*
 [Large Footer: 1200 px x 40 px]
 [Medium Footer: 768 px x 40 px]
 [Small Footer: 480 px x 40 px]
 *must provide all footer sizes for mobile and tablet optimization

