Product Guide

Creative Guidelines
for Advertising

philly●com

anything & everything philly

Contents

General Guidelines

Submitting Artwork

File Formats:	GIF, JPEG, FLASH, HTML, EPS, AI Java/Java Script or Rich Media
Resolution:	72 dpi
Link URL:	Must be included via e-mail when creative is submitted.
Note:	For testing purposes, standard creative must be received at least three business days prior to the campaign start date. Rich Media Creative and Video requires five business days for testing.

All Advertising

- In-page animation of any kind may run for a maximum of 30 seconds without being re-initiated by the user.
- Ads should not be designed to blend in with the site, do not mimic editorial fonts or colors.
- Ads should not include fake form elements of other graphic symbols that mimic functionality that does not exist.
- Ads may loop for a maximum of 6 times without being re-initiated by the user.
- All Interstitial and Overlay Ads must display a prominently visible Close button at 10pt type.
- Ads incorporating uninitiated sound are accepted on a case-by-case basis. All proposed sound must have clearly labeled Play and Stop buttons.
- Mouse-over interaction with an ad cannot link a user to a new web site.
- Ads may not imitate dialog boxes or simulate an error message or alert.
- Ads may not use target "game-style" interactivity (i.e. "Punch the Monkey") to incite user interaction.
- Ads may not be "Flashing" or "Blinking".

Ad Acceptance

Philly.com will not accept ads of the following types:

- Online Gambling
- Adult oriented
- Sexual content deemed inappropriate for Philly.com

General Guidelines

Third-party Ad Serving

Most ads are third-party trackable with the exception of the following ad sizes: 160x600 (newsletter only), 600x400, 88x31, 160x240. Advertisers/agencies are permitted to host their ads on their own server and track their results. Philly.com will add third-party padding to any tag that is not an internal redirect.

Geo-targeting

Geo-target any banner campaign to target your direct audience even more than just by channel. Advertisers can geo-target their banner ads by postal code, DMA, state, cities, or area codes.

Delivery

Target the delivery of when your ad is seen by time of day or hour of day.

Terminology

Position Availability: The Philly.com pages that the ad unit can appear on. (I.E. Homepages, Section Fronts, or Story Level.)

Frequency Capping: The number of times the ad may appear to a unique visitor in a specified period of time.

Creative Deadlines

In-House Creative

Ad Type	Turnaround Time	Changes / Revisions
Standard Media	2 to 3 business days	3
Rich Media	3 to 5 business days	3
Video	5 to 7 business days	3
Customized or New Units	Add 2 business days	3
Mock ups	5 business days	3

Existing Orders may be revised every thirty-six (36) days.

Custom Media

Custom Media ● Custom Application & Interactivity
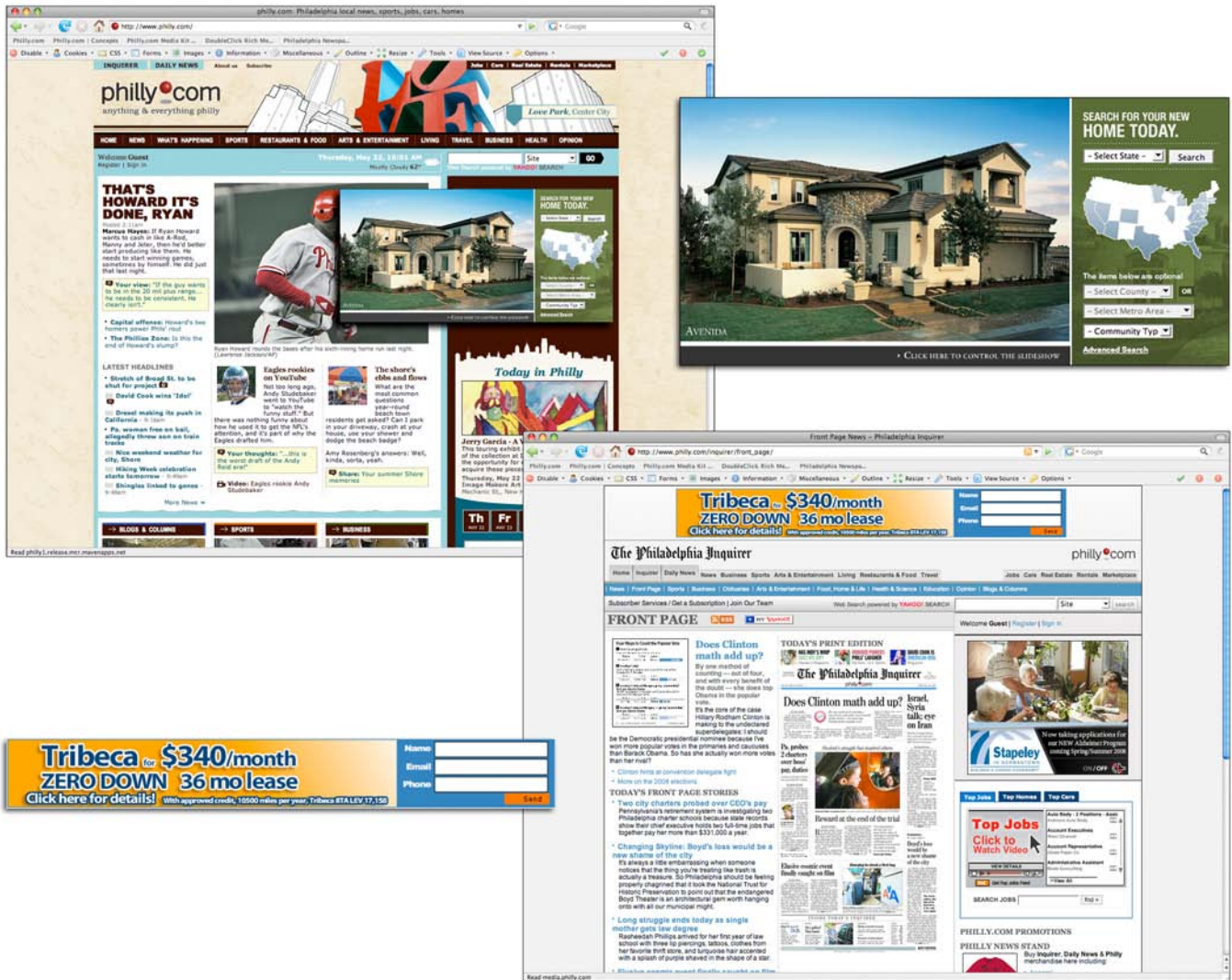
General Information

The creative design team and the systems department at Philly.com are able to accommodate a range of out-of-the-box creative requests. We have developed custom newsletters, voting tools, xml feeds, polls and data collection, and even incorporated search elements from client sites.

Custom Media ● Homepage Takeover

Description

Dominate your competition by taking advantage of our unique Homepage Takeover offer! A Homepage Takeover guarantees high visibility with over 1 million impressions. The ads appear on the web page simultaneously for maximum brand effectiveness.

Includes a background skin, or 'Wallpaper," customized for the Advertiser.

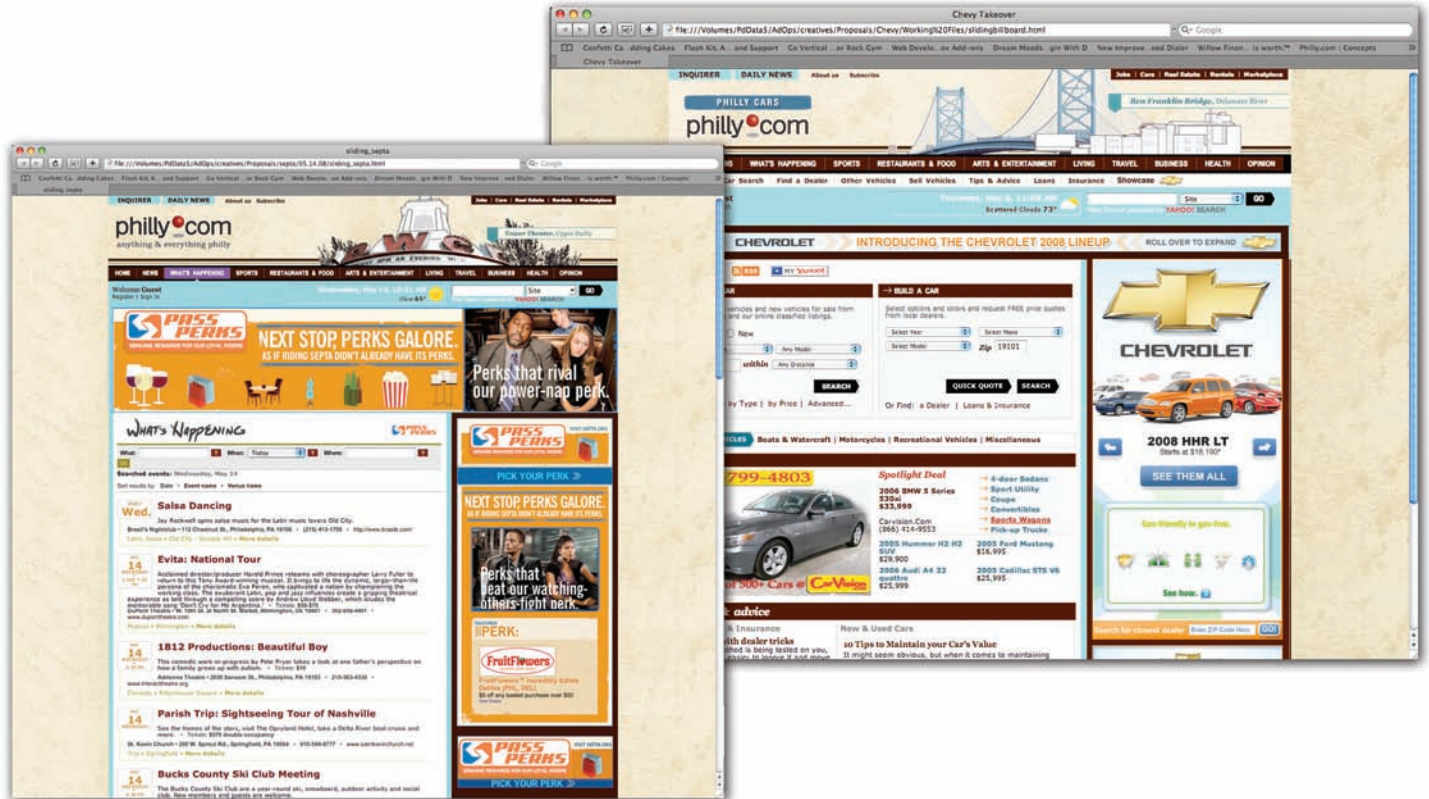## General Information

Dimension Limitations: Please refer to specific ad units that will be appearing in the Hompage Takeover.

File Size Limitations: Must follow individual guidelines for specific ad units that will be running together.

Accepted Media: Standard Media or Rich Media Creative such as Flash, or animated GIFs.

Ad Unit Descriptions

Dimension Limitations: Creative Image: 300px x 600px or 300px x 250px; Sliding Billboard with Pencil Leave Behind; Wallpaper.

Wallpaper Dimension Limitations: Creative Image: 160px x 240px.

Wallpaper Size Limitations: The Creative Image may not exceed 40kb.

Wallpaper Accepted Media: .JPG, .GIF Rich Media not accepted. Logo must be 30% opacity.

Custom Media ● Sponsorships

Description

Tower above your competitors by owning one of our key channel front pages! Channel Front Sponsorships offers advertisers a unique competitive advantage with maximum exposure and results.

General Information

Dimension Limitations:	Creative Image: 300px x 600px or 300px x 250px; 88x31; Sliding Billboard with Pencil Leave Behind.
File Size Limitations:	Must follow individual guidelines for specific ad units that will be running together.
Accepted Media:	Standard Media or Rich Media Creative such as Flash, or animated GIFs.

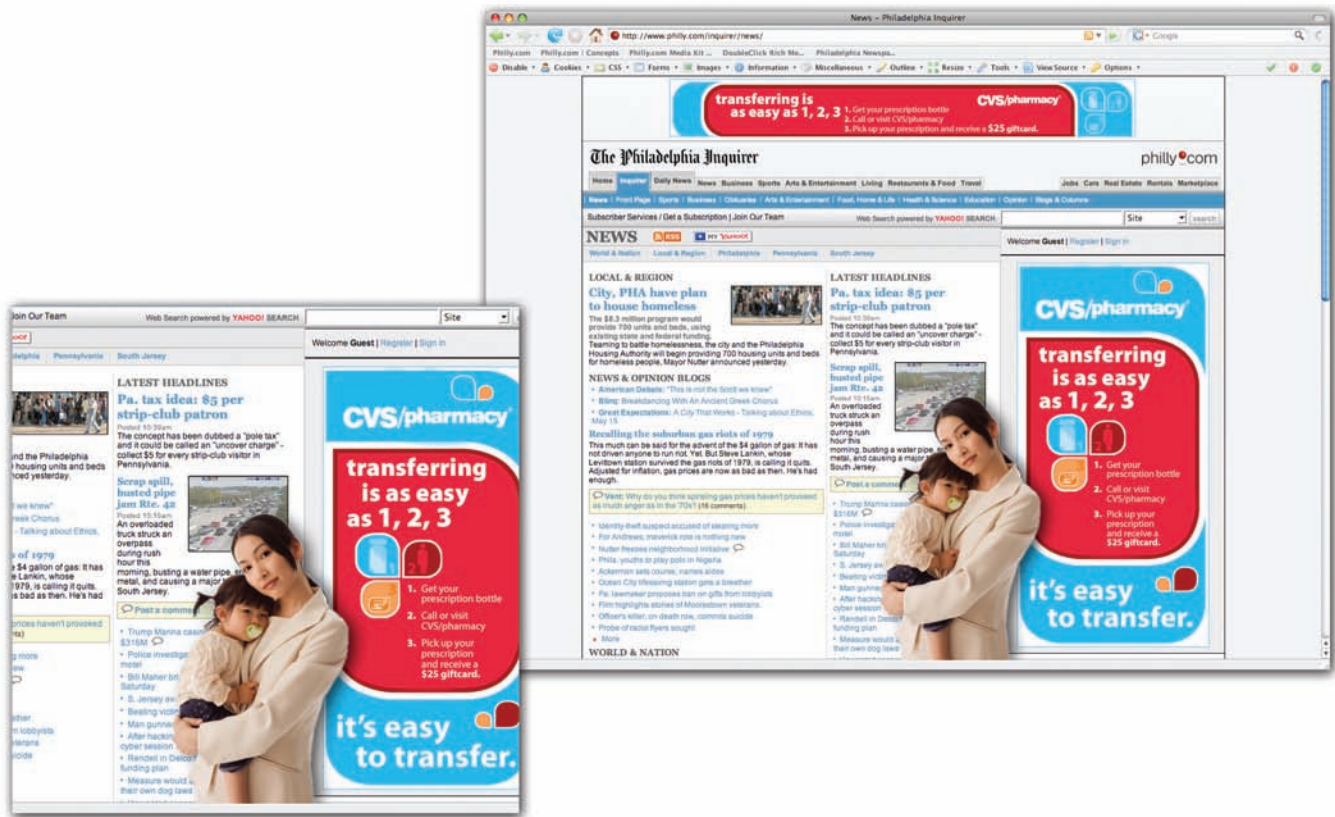**Custom Media** ● Sliding Billboard with Pencil Leave Behind
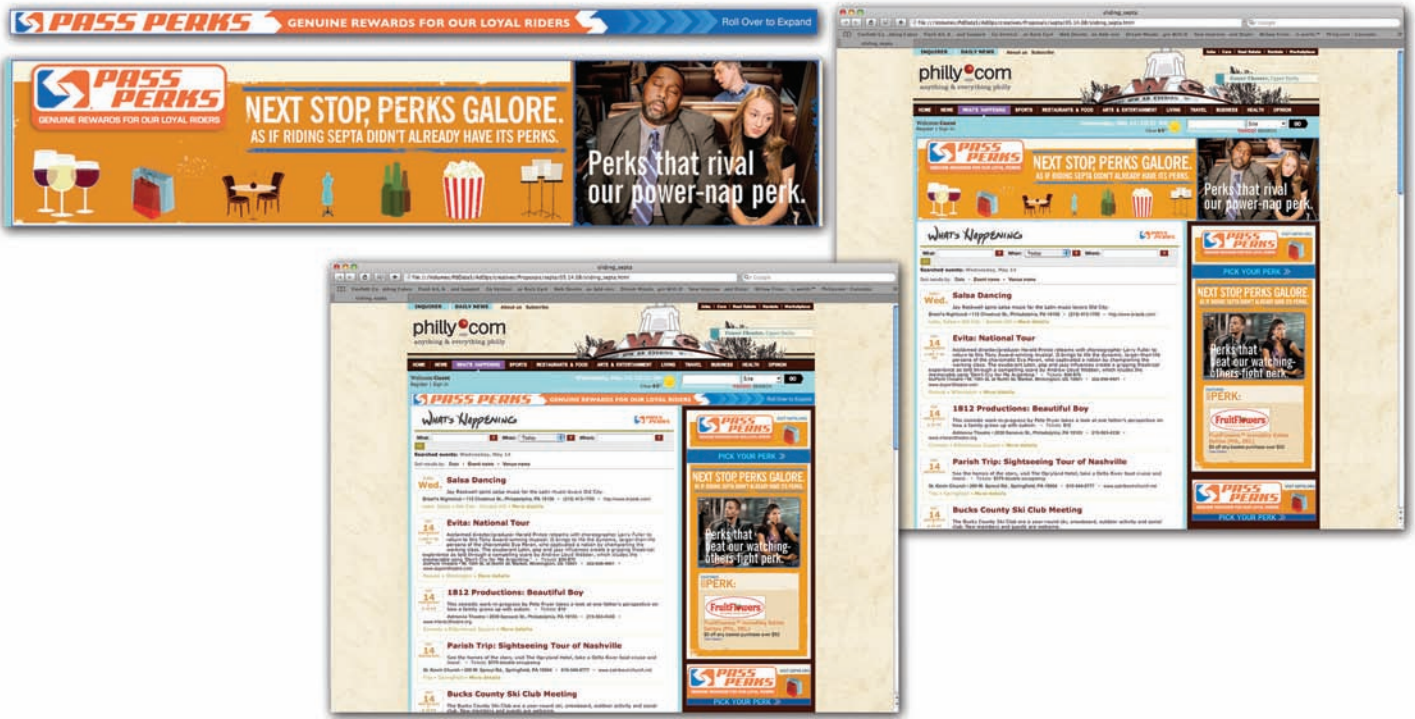
Description

A large teaser panel pushes the page content down, 'sliding' up after 10 seconds leaving a 30 pixel 'leave behind' beneath the Navigation Bar for users to click for more information.

* Please see page 19 for static pencil unit sold seperatly.

General Information

Dimension Limitations:	Billboard: 972px X 200px
	Pencil leave behind: 972px X 30px
File Size Limitations:	Pencil File Size: 20K (static only)
	Billboard File Size: 40K
Animation:	10 seconds max. Additional play must be user initiated
Controls:	Close button must be prominent on the very right side of the banner in its billboard state. Ad must immediately close when clicked.
Position Availability:	Homepages, Section Fronts, Story Level.
Frequency Cap:	1 in 6 Hours Per Unique.

Custom Media ● Inperson™

Description

Rovion's InPerson™ technology enables a spokesperson to literally speak to the page audience in highly compelling and literally out-of-the-box streaming video messages.

General Information

Dimension Limitations:	Creative Image: 250px x 250px
File Size Limitations:	The Creative Image may not exceed 55kb.
Technical Information:	InPerson™ ads are unique to every advertiser, created and implemented through Philly.com in association with Rovion, Inc. Please contact your sales representative to discuss your individual InPerson™ opportunities.
Position Availability:	Homepages, Section Fronts, Story Level.

Standard Media Units

Standard Media Units ● Leaderboard

Description

A 728px x 90px ad unit that is displayed within the Philly.com Header. Offers many opportunities, such as Rich Media, Float-to-In-Page, and Expanding units.

General Information

Dimension Limitations: Creative Image: 728px x 90px

File Size Limitations: The Creative Image may not exceed 40kb.
For Rich Media the Creative may not exceed 55kb

Accepted Media: Standard Media or Rich Media Creative such as Flash, or animated GIFs.

Position Availability: Story Level.

Standard Media Units ● Skyscraper

Description

A 160px x 600px ad unit that is displayed on the right side. Offers many opportunities, such as Rich Media, Float-to-In-Page, and Expanding units.

General Information

Dimension Limitations:	Creative Image: 160px x 600px
File Size Limitations:	The Creative Image may not exceed 40kb. For Rich Media the Creative may not exceed 55kb
Accepted Media:	Standard Media or Rich Media Creative such as Flash, or animated GIFs.
Position Availability:	Philly Cars

Standard Media Units ● Medium Rectangle

Description

A 300px x 250px ad unit that is displayed within the Philly.com Right Rail. Offers many opportunities, such as Rich Media, Float-to-In-Page, and Expanding units.

General Information

Dimension Limitations:	Creative Image: 300px x 250px
File Size Limitations:	The Creative Image may not exceed 40kb. For Rich Media the Creative may not exceed 55kb
Accepted Media:	Standard Media or Rich Media Creative such as Flash, or animated GIFs.
Position Availability:	Homepage / Section Fronts / Story Level.

Standard Media Units ● Half Page

Description

A 300px x 600px ad unit that is displayed within the Philly.com Right Rail. Offers many opportunities, such as Rich Media, Float-to-In-Page, and Expanding units.

General Information

Dimension Limitations:	Creative Image: 300px x 600px
File Size Limitations:	The Creative Image may not exceed 40kb. For Rich Media the Creative may not exceed 55kb
Accepted Media:	Standard Media or Rich Media Creative such as Flash, or animated GIFs.
Position Availability:	Homepage / Section Fronts / Story Level.

Standard Media Units ● Half Banner

Description

A unique 234px x 60px ad unit that is sized to appear within the page's content.

General Information

Dimension Limitations: Creative Image: 234px x 60px

File Size Limitations: The Creative Image may not exceed 40kb.
                           For Rich Media the Creative may not exceed 55kb

Accepted Media: Standard Media or Rich Media Creative such as Flash, or animated GIFs.

Position Availability: Story Level.

Standard Media Units ● Badge

Description

A 160px x 60px ad that is on the top right corner of a Inquirer Homepage and Daily News Homepage only.

General Information

Dimension Limitations: Creative Image: 160px x 60px

File Size Limitations: The Creative Image may not exceed 40kb.
For Rich Media the Creative may not exceed 55kb

Accepted Media: Standard Media or Rich Media Creative such as Flash, or animated GIFs.

Position Availability: Inquirer Homepage, Daily News Homepage.

Standard Media Units ● Sponsored by logo

Description

A unique 88px x 31px ad unit that is sized to appear within the section header. Must be bought in a package and may not be sold on own.

General Information

Dimension Limitations:	Creative Image: 88px x 31px
File Size Limitations:	The Creative Image may not exceed 40kb.
Accepted Media:	.JPG, .GIF Rich Media not accepted.
Position Availability:	Section Fronts / Story Level.

Standard Media Units ● Pencil

Description

A 972px x 30px ad unit that is displayed beneath the Navigation Bar.

* Please see pages 8 or 22 for sliding billboard with pencil leave behind.

General Information

Dimension Limitations: Creative Image: 972px x 30px

File Size Limitations: The Creative Image may not exceed 40kb.

Accepted Media: .JPG, .GIF Rich Media not accepted.

Position Availability: Homepages, Section Fronts, Story Level.

Rich Media

Rich Media Guidelines

▶ **FLASH**

- The initial polite load may not exceed file size & animation limits for the ad position being targeted.
- The frame rate may not exceed 12 frames per second.
- Flash ads served by Philly.com must be submitted with the .FLA file (in case of changes), the .SWF file, and a back-up .GIF file.
- In order for the click Tag function to work properly, Flash designers must select version "Flash Player 6 or above" in their publish settings prior to .swf export.

▶ **FREE FORM OVERLAYS (Floating Ads)**

- Ads may run a maximum of 15 seconds.
- Must display a prominently visible Close button.
- Sound uninitiated by user must obtain prior approval.

▶ **EXPANDABLE ADS**

- Expanding ads must be user-initiated on mouse over and include language indicating rollover functionality.
- Must display a prominently visible Close button that is at least 10 point font.
- Expanded portion must close automatically when user's cursor moves off ad.
- Sound must be user initiated.

Rich Media ● Sliding Billboard with Pencil Leave Behind
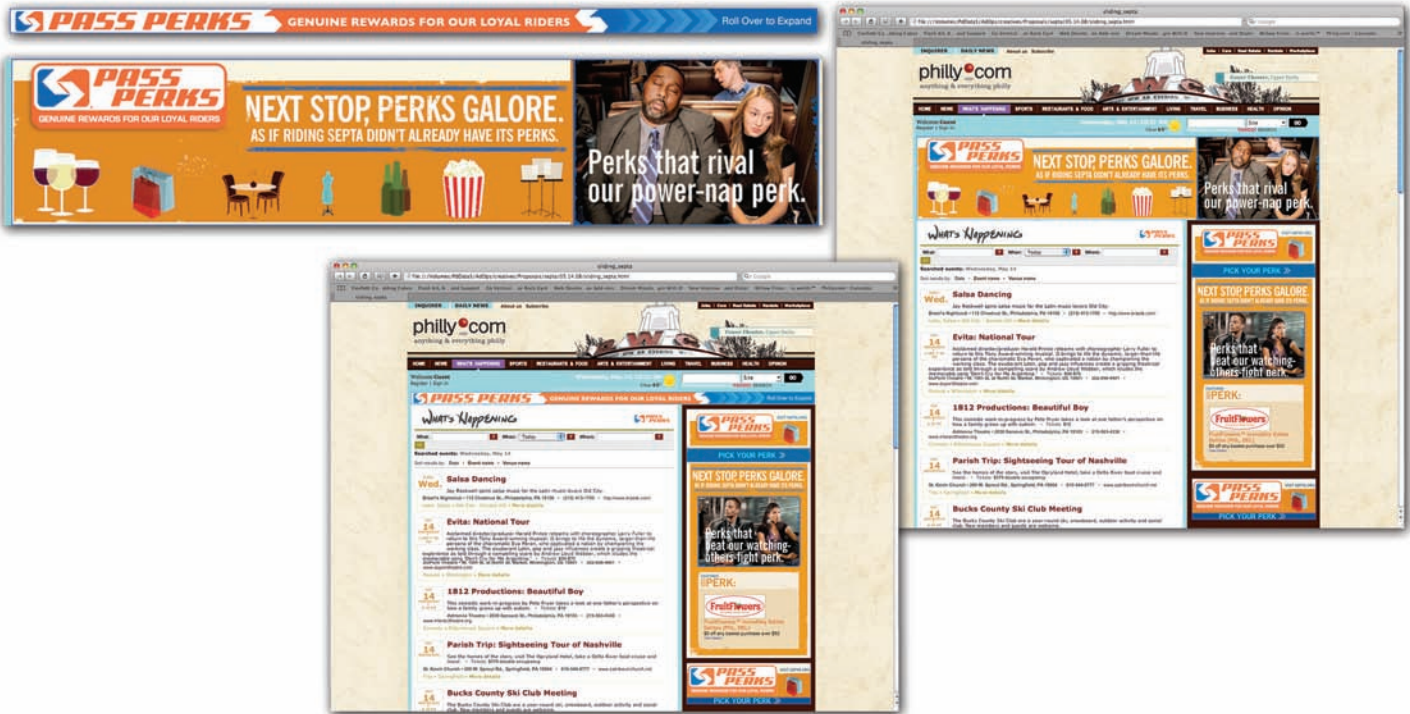
Description

A large teaser panel pushes the page content down, 'sliding' up after 10 seconds leaving a 972 x 30 pixel 'leave behind' beneath the Navigation Bar for users to click for more information.

* Please see page 19 for static pencil unit sold seperatly.

General Information

Dimension Limitations:	Billboard: 972px X 200px
	Pencil leave behind: 972px X 30px
File Size Limitations:	Pencil File Size: 20K (static only)
	Billboard File Size: 40K
Animation:	10 seconds max. Additional play must be user initiated
Controls:	Close button must be prominent on the very right side of the banner in its billboard state. Ad must immediately close when clicked.
Position Availability:	Homepages, Section Fronts, Story Level.
Frequency Cap:	1 in 6 Hours Per Unique.

## Rich Media ● Free Form Overlays (Floating Ads)

Description

A floating ad is a type of rich media advertisement that appears uninitiated, superimposed over a user-requested page, and disappears or becomes unobtrusive after a specific time period.

General Information

Dimension Limitations:	Creative Image: 300x300, 300x250, 250x250 and 720x300.
File Size Limitations:	The Creative Image may not exceed 40kb.
Accepted Media:	Standard Media or Rich Media Creative such as Flash, or animated GIFs.
Animation:	5 seconds max across page if no user interaction; cannot stay fixed or hover in one place.
Controls:	Must have prominent close button located where the first frame of the art begins.
Frequency Cap:	1 in 12 Hours Per Unique.

Rich Media ● Float-To-In-Page Ads
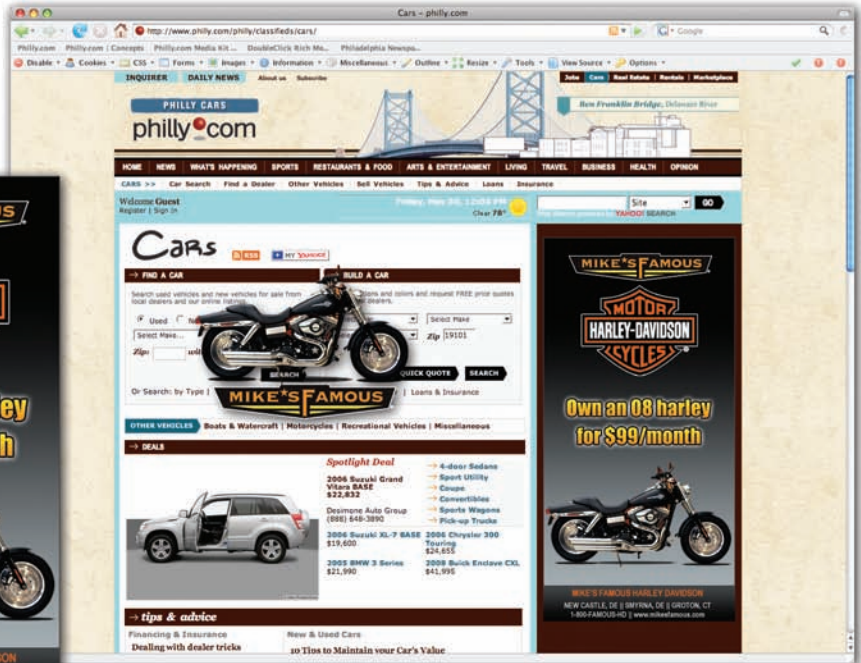
Description

When the floating ad is finished playing, it leaves behind a smaller ad. Viewers can replay the ad, interact or click-through, even after the initial ad has played.

General Information

Dimension Limitations:	Any standard size ad unit. (728x90, 300x250, 300x600, 234x60, 160x60, 160x600)
File Size Limitations:	The Creative Image may not exceed 40kb.
Accepted Media:	Standard Media or Rich Media Creative such as Flash, or animated GIFs.
Animation:	5 seconds max across page; cannot stay fixed or hover in one place.
Controls:	Must have prominent close button located where the first frame of the art begins. Replay button located within the leave behind so Viewers can replay the ad, interact or click-through, even after the initial ad has played.
Position Availability:	May float to any standard size ad unit.

Rich Media ● Expanding Ads

Description

Expanding ads let you pack a big impact into a small space. With expanding ads you can offer far more information and interactivity than you can in a typical in-page unit, while giving your audience control over their experience to minimize the "annoyance factor".

General Information

Dimension Limitations:

Unit	Collapsed	Expanded	Direction
Leaderboard	728 x 90	728 x 300	Beneath
Medium Rectangle	300 x 250	600 x 250	Left
Half Page	300 x 600	500 x 600	Left
Half Banner	234 x 60	250 x 175	Above, Right
Skyscraper	160 x 600	300 x 600	Left

File Size Limitations: The Creative Image may not exceed 55kb.

Animation: 15 seconds and no more than 3 loops max.

Controls: Expansion "hotspots" must be clearly identified and can be initiated by roll over or click. A prominent close button must be located on the top right corner of ad at all times.

Position Availability: Any Rectangle, Leaderboard, Skyscraper, Half Page, and Half Banner may expand.
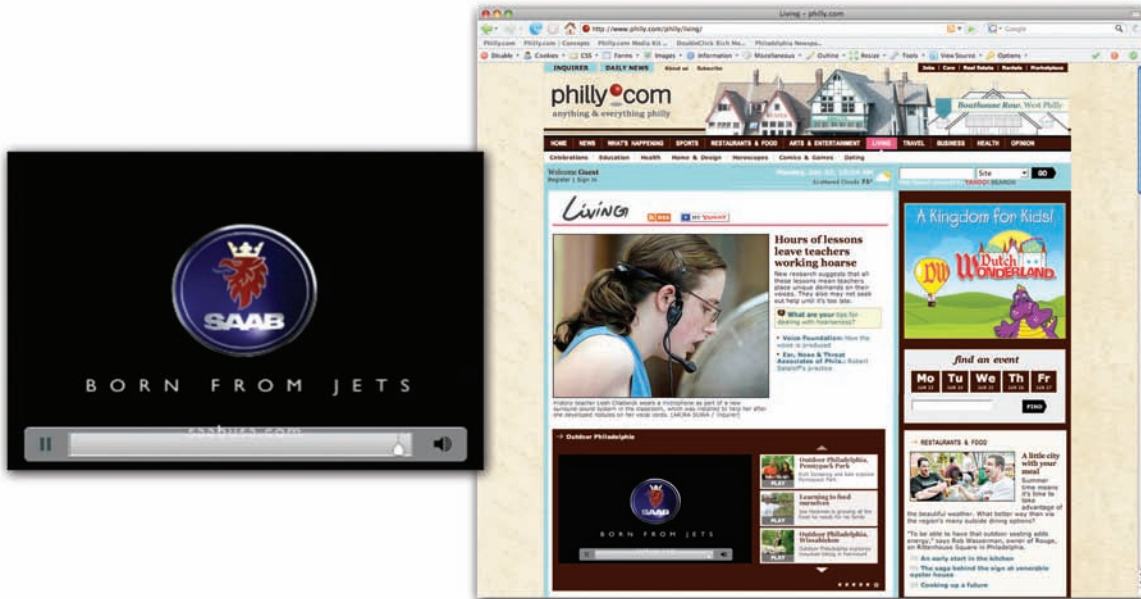
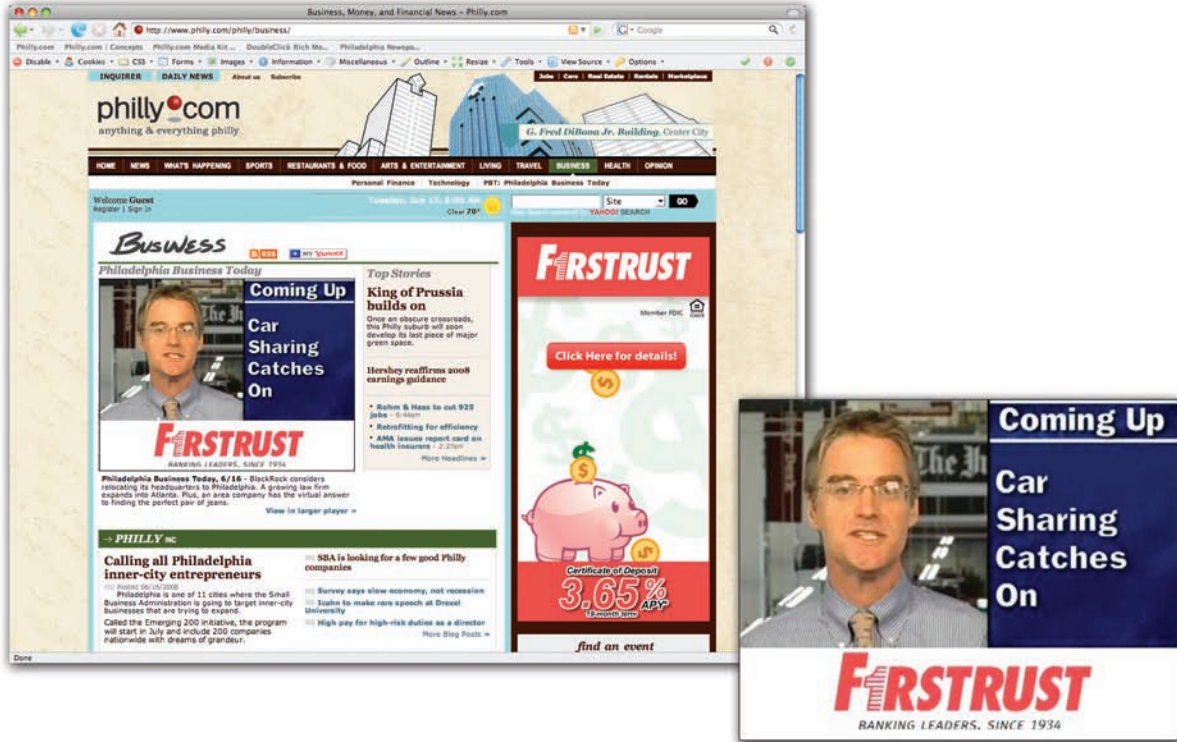**Video**

Video ● In-Page

Description

Video is the future of brand advertising on the web. Philly.com has a variety of video capabilities from video within ads to Instreaming video. Both Instreaming and in-banner video links to the advertiser's web site.

General Information

Dimension Limitations:	Can be housed in any banner ad size
File Size Limitations:	55K, Flash file only (video file is separate and should stream)
Accepted Media:	Electronic formats (FLV, AVI, MPEG, MOV, WMV, DVD, Quicktime, etc.)
Controls:	• Video must include a buttons to pause, stop, restart and mutes the video. • Video can play on rollover in an expanding ad as long as ad complies with expanded ad specs. • If video is fully user initiated with a click, video can play with audio.
Animation:	30 seconds maximum if in banner; unlimited if video is user initiated and appears in its own browser window.

Description

Video is the future of brand advertising on the web. Philly.com has a variety of video capabilities from video within ads to Instreaming video. Both Instreaming and in-banner video links to the advertiser's web site.

General Information

Dimension Limitations:	4:3 and 6:9
File Size Limitations:	1MB
Accepted Media:	Electronic formats (FLV, AVI, MPEG, MOV, WMV, DVD, Quicktime, etc.)
Lead Time:	5 - 7 business days
Video Lengths:	:10 or :15 seconds spots
Video Initiation:	Automatic (appears before video content feed)
Audio:	Audio levels should not be greater than –6db and should not be less than –12db.
Looping:	Plays entirely once and goes directly into video content. Video ad replay not available.

Video ● Overlay

Description

Video is the future of brand advertising on the web. Philly.com has a variety of video capabilities from video within ads to Instreaming video. Both Instreaming and in-banner video links to the advertiser's web site.

General Information

Dimension Limitations:	300px x 70px
File Size Limitations:	60K
Lead Time:	5 - 7 business days
Animation:	Displays up to 10 seconds
Accepted Media:	Vector .eps is the ONLY file format accepted.
Audio:	No sound.

E-mail Offerings

E-mail Offerings ● Marketing E-mail

Description

Philly.com will send a dedicated e-mail to our opt-in subscribers list with your advertisement. Philly.com offers a number of categories to target the specific audience for your company gaining the best results. You can maximize your targeting results by age, gender, and location.

E-mails consist of an HTML wrapper built by Philly.com, containing a 600px x 400px creative provided by the client.

Variable content, Personalization.

General Information

Dimension Limitations:	Creative Image: 600px x 400px
	The page may be no wider than 600 pixels.
File Size Limitations:	The HTML document may not exceed 80kb.
	The Creative Image may not exceed 35kb.
Accepted Media:	Standard Media only. Marketing E-mails may not contain Rich Media Creative such as Flash, or animated GIFs.

Creative Guide:

- The creative of your e-mail is as important as the offer you present to your subscribers. A strong design will help ensure delivery, grab the users attention and encourage him or her to act.

- The advertiser must provide the HTML document, associated image files, and back-up text.

- Featured content should appear "Above-the-Fold" when using a web-based e-mail client. The average measurement for this area is 420 pixels in height.

- Creative provided by the advertiser must be edited by the client, if edits are required before message send The creative must adhere to Philly.com Specifications and Content Restrictions, including:

  - The maximum total file size for the HTML is 80kb.
  - The HTML must be attached to the DSM order.
  - The maximum width of any tables or creative is 600 pixels.

- File types referenced within the HTML must be limited to JPGs or non-animated GIFs. Video, Audio, Flash, and Rich Media are not permitted in a Marketing E-mail.

- Only basic HTML is allowed. Java, Java Script, Inline Styles, and references to external Style Sheets are prohibited. CSS is not permitted in a Marketing E-mail.

- No percentages on tables. No percentages mixed with fixed pixels on tables.

- No background images or colors in table cells.

- The physical address of the advertiser must be present in the e-mail creative.

- The e-mail creative must be tested in an e-mail client before the ad is scheduled.

E-mail Offerings ● Marketing E-mail Technical Guide

Technical Guide:

● The advertiser must provide the HTML document, associated image files, and back-up text.

● Page may be no wider than 600 pixels.

● Background <body> colors or images are not permitted.

● The included image must be 600px in width and not exceed 400px in height. This is to ensure that featured content should appear "Above-the-Fold" when using a web-based e-mail client.

● The total HTML document file may not exceed 80kb.

● File types referenced in the HTML must be limited to JPGs and non-animated GIFs. Video, Audio, Flash, and Rich Media are not permitted in a Marketing E-mail.

● Only basic HTML is permitted. Java, Java Script, Inline Styles, and references to external Style Sheets are prohibited. CSS is not permitted in a Marketing E-mail.

● No percentages on tables. No percentages mixed with fixed pixels on tables.

● Third-party Ad Tags are not allowed. Only Philly Online, LLC Ad Tags generated by the Philly.com DART system may be included.

● Tracking links from the advertiser are allowed and must be provided by the advertiser in their code. Philly.com will not add the code for the client / agency.

● The physical address of the advertiser must be present in the e-mail creative.

● Philly.com does not accept "Opt-Out" lists supplied by clients or third-party advertisers. Philly. com does not sell the client its own list and does not incorporate its associated list data. The data collected is for the purpose of delivering e-mail that is pertinent to our industry and it's associated partners. Any Opt-Out process that an end-user has submitted does not apply unless they have explicitly opted out from our subscription program. Philly.com may suppress specific e-mail addresses if necessary for exceptional business reasons and a domain suppression is available.

● Avoid the use of any header tags (any tag above <body>), as web-based e-mail systems replace all header tags with their own HTML code. This also includes using header style sheets.

● Please advise the advertiser NOT to use caps. E-mail filters often consider caps as SPAM. Do not use the text line "Click Here." Philly.com recommends "Visit Our Web site."

● Microsoft junk e-mail filters will filter e-mail out if:
   ● Subject contains "advertisement," "!," "$," "free," & "$$"
   ● Body contains "money back," "cards accepted," "removal instructions," "extra income," "for free?," "for free!," "000," "!!" & "$"

E-mail Offerings ● Marketing E-mail Calendar Rules

<div style="border:1px solid #ccc; padding:1em">

Marketing E-mail Rules:

- 1 (one) mailing send per advertiser, per day.

- Multiple mailing sends to the same zip or target group in one market is not permitted. If there is an issue with large numbers overlapping, you will be contacted by the Message Supervisor.

</div>

E-mail Offerings ● Sponsored Newsletter

Description

A 160x600 (Skyscraper) Ad that Sponsors a Content Specified Newsletter.

General Information

Dimension Limitations:	Creative Image: 160px x 600px
File Size Limitations:	The Creative Image may not exceed 40kb.
Accepted Media:	.JPG, .GIF Rich Media not accepted. Must be static.
Position:	Right Side

Philly Mobile

Philly Mobile ● WAP (Wireless Application Protocol)

Description

Phillymobile.com is the WAP version of Philly.com that can be accessed via a PDA device (i.e. Blackberry) to display content in an easy to read format. Display ads at the top of each page are available and can be linked to an advertiser's WAP site.

General Information

Dimension Limitations:	Large: 215x34, Medium: 167x30, Small: 112x20
Position Availability:	WAP site wide or targeted to specific content area, i.e. Sports, Business.

Philly Mobile ● SMS (Short Messaging Service)/Text Messaging Alerts

Description

Subscribers sign up for different text message alerts via philly.com that contain specific content. For example, a user can sign up to receive a text alert that has the final score of a team they are interested in, a daily weather forecast alert, or an alert that contains breaking news. In total there are 12. At the bottom of each text message, an advertiser can ad text to sponsor an alert.

General Information

Size Limitations: Up to 45 text characters

Position Availability: These alerts are available for sponsorship:

Breaking News, Philly Sports News, PhillyGossip, Eagles Updates, Phillies Updated, Sixers Updates, Flyers Updates, Big 5 Basketball Updates, Big 5 Football Updates, Sports Scores, Daily Forecast, Severe Weather.

Technical Production

Creative Guide

To be sure that Philly.com can effectively develop and serve advertisements in-house, all supportive artwork must be submitted in the following formats:

For Vector Artwork: Logos, Illustrations, Line-Based Art, and Video Overlay

Preferred Extensions:
- .EPS
- .PDF
- .AI (Illustrator)

When providing an Illustrator Source File, included fonts must be submitted in addition to the file.

For Raster Artwork: Photos and Pixel-Based Art

Preferred Extensions:
- .JPEG
- .GIF
- .PSD (Photoshop)
- .PNG (Fireworks)

When providing any Photoshop or Fireworks Source File, included fonts must be submitted in addition to the file.

Please note that Philly.com is not responsible for image quality distortion due to the need to re size optimized formats such as .GIF and .JPG. For images that are to be re sized, please provide the creative's Source File.

For Flash Artwork

Must Include:
- .FLA Source File
- Source Files for any included elements
- Font Files

Technical Production ● Click-Through Tag Instructions

To Create a Click Tag Button in Flash:

1) Create a new layer on top of all others, call this layer "click thru"

2) In this new layer, create a rectangle that covers the entire ad

3) Convert the rectangle to a BUTTON symbol, call it "click thru"

4) Change it's Alpha opacity to 0% (so it is transparent)

5) With the button symbol selected, open the Actions panel and paste the following script:

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

6) Export the .SWF file.

Contact Information

Philly.com Advertising 800-341-3413

If you are interested in obtaining rates for a philly.com campaign please contact the following number or e-mail address and we will put you in touch with a Sales Manager.

E-mail: philly_sales@phillynews.com • Tel: 215-575-6484

Philly.com offers a variety of different products. We continue to incorporate new ad sizes as they become standardized by the online publishing industry-notably the Interactive Advertising Bureau (IAB). If there is a product you are interested in running with Philly.com that we do not currently offer, please don't hesitate to ask if we can. Chances are that if it's out there, we can do it! We are happy to work with any advertiser and their specific campaign needs, while expanding our product line-up as a whole.

These Ad Specs are subject to change without notice.
Please coordinate with your sales representative for the most current specs.
All ad units may be reviewed and updated.
Philly.com reserve the right to review and/or reject any ads.