Ad Policies & Technical Specifications

Creative Submission

Checklist for Submitted Creative
❑ Check creative against Media Types and Restrictions on last page

❑ Did you stay under the max file size?

❑ Have you notified us of multi-event Flash ads you may be running?

Deadlines for Creative Submission
- Lead time for 728x90, 300x250 ads – **3 business days before launch**
- Lead time for video, audio, sponsorship Units – **5 business days before launch**

Late Submission Policy

New York:

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Ad Policies & Technical Specifications

Standard Web Ad Sizes

Leaderboard
Size: 728x90
Max file size: Max 35k for flash and gif
Initial load and up to 100k for streaming 728x400 max
expanded panel (up to 4 panels, 8k combined max); width of the
panel cannot exceed width of the banner. Expandable ads must be user initiated on the
Homepage, and must expand below the ad itself.
Max animation time:15 seconds, 3 loops
Acceptable formats:Flash, GIF, HTML, JPEG, Pointroll, Eyeblaster, Unicast, Eyewonder, Klipmart
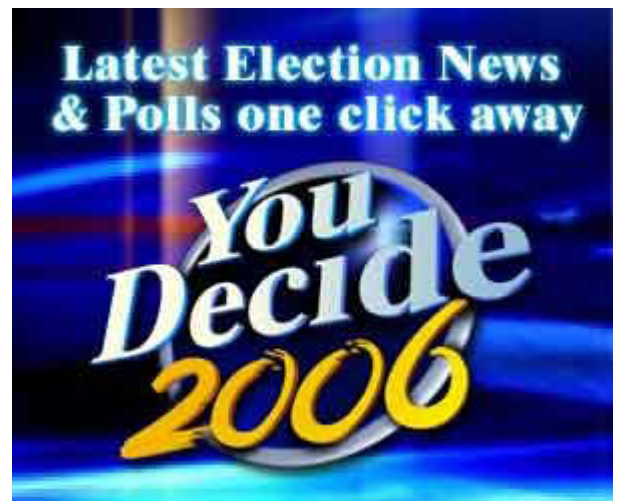

Medium Rectangle
Size: 300x250*
Max file size:max 35k for flash and gif.
Expandable ads must be user initiated on
the Homepage and must expand to the
left.
Max animation time:15 seconds, 3 loops
**Acceptable formats:Flash, GIF, HTML,
JPEG, Pointroll, Eyeblaster, Unicast,
Eyewonder, Klipmart**
*expandable to 300x600 only on story pages
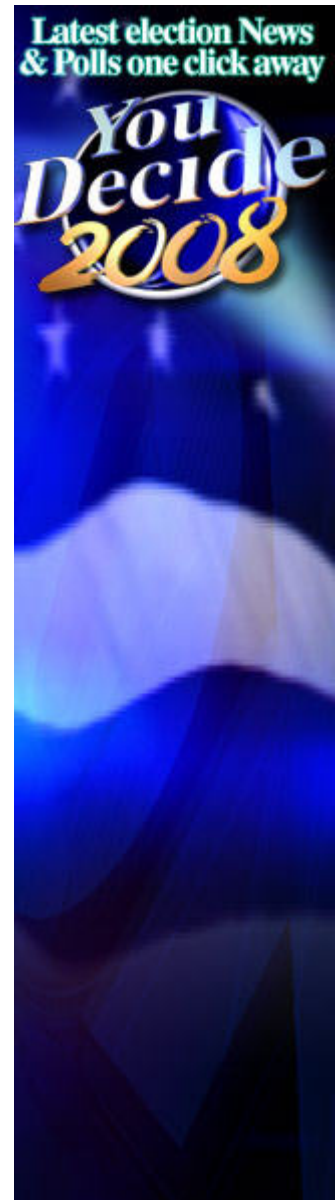
Standard Web Ad Sizes

Skyscraper
Size: 160x600*

Max file size:max 35k for flash and gif. Expandable ads must be user initiated on the Homepage and must expand to the left.

Max animation time:15 seconds, 3 loops

Acceptable formats:Flash, GIF, HTML, JPEG, Pointroll, Eyeblaster, Unicast, Eyewonder, Klipmart

*only on story pages

Standard Web Ad Sizes

Square Button

Size: 125X125

Max file size: max 10k for gif and jpeg
Max animation time: 15 seconds, 3 loops
Acceptable formats: GIF, JPEG, Pointroll, Eyeblaster, Unicast, Eyewonder, Klipmart

PopUnder
Size: 720x300

Max animation time: 15 seconds, 3 loops
Acceptable formats: Advertiser must provide iframe and FOXNews.com controls frequency cap and window creation

Sponsorship Button
Size: 88x31
Max file size: 5k-7k
Acceptable formats: GIF, JPEG, EPS

Half Banner*
Size: 234X60

*Only on Photo and Email story pages

Text Links (Sold through Quigo on a cost/click basis, but may be purchased directly from Fox News)
Title: 25 Characters
Description: 70 Characters
URL: 50 Characters
Click Thru URL: Unlimited

Marketplace Logo
Size: 88x31
Max file size: 5k-7k
Acceptable formats: EPS (white background only)

Ad Policies & Technical Specifications

Pre-roll / Post-roll Video & Companion Ads

Pre-roll/ Post-roll Video*
Length: Up to :30 seconds
Frame rate: 29.97 FPS
Video format / codes:
Tape Based: BetaSP,MX/ CD-R or DVD-R: Uncompressed or DV25 QuickTime/AVI/ Unicast/Klipmart

***Submit Video as it should play**

Companion Ad*/**
Format:
GIF, JPEG; or a standard tag that redirects to a GIF or JPEG

Please Submit:
1. 300x250

2. 300x100 or 300x60, expands to 300X250 on rollover

***No Rich Media**
****No animation/No Looping**

Newsletter Sponsorship Units

Newsletter

Size: 728x90
Max file size: Max 20K for gif
Acceptable formats: No rich media

Foxnews.mobi

Sponsorship Opportunities Include:
• Site-wide and Section specific advertising opportunities

• Geographic, carrier, handset and day part targeting capabilities

• Available on all carriers worldwide

• Accessible via any web enabled phone, smart phone, PDA or Blackberry

X-Small Banner Ad (Image only)
Size: 96x30 pixels16 color.gif or .jpg<800 bytes

Small Banner Ad
Size: 112x20 pixels (please leave 2 pixels on each side of the image blank to allow for border)16 color.gif or .jpg<1K

Medium Banner Ad
Size: 167x30 pixels (please leave 2 pixels on each side of the image blank to allow for border)16 color.gif or .jpg<1K

Large Banner Ad
Size: 215x34 pixels (please leave 2 pixels on each side of the image blank to allow for border)16 color.gif or .jpg<1K