

# WEB

ONLINE 2012 SPECIFICATIONS / EFFECTIVE JANUARY 1, 2012

# LODGING HOSPITALITY

Ideas for Hotel Developers & Operators

Sponsorship Opportunity	Size
Leaderboard	728 x 90
Medium Box	180 x 150
Boom Box	336 x 280
Sponsor Logo	150 x 180

## BANNER FORMATS

**Currently Accepted:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif

**Will accept for testing:** DHTML, Audio, Real, Shoskeles

**Non-accepted formats:** Java, Java Applet, Video  
All Rich Media must be accompanied by a standard gif for use as fall back for non-rich media enabled browsers. Standard turnaround time for Banners is 2 business days for non-Rich Media and 5 business days for Rich media. More may be required for testing of new media formats. ALL Rich Media must include a target=blank command that will launch a new browser; this is especially important for any file with JavaScript language. All enhanced content rich Media (expanding window, audio, etc. must be user-initiated. Automatic play or pre-expand are not allowed.

## HTML

**The following guidelines must be observed:** Penton Media utilizes Javascript ad tags on its pages. HTML banners must be constructed to work with these tags. HTML banners may either call to the client's server for component images or the component images may be submitted along with the HTML code directly to Penton Media. All component images must observe file size restriction and total combined file size of component images should not exceed maximum specified file sizes for the appropriate banner size. In order for DART to track clicks on HTML banner with a 'form action' field (such as pull down menus, or typed search entry banners) you MUST use the form method=get and NOT form method=post. Penton Media will then be able to track clicks on your banner, though we may not be able to track clicks to multiple URLs separately. <HTML> and <BODY> tags are not required. If you need to use <BODY> for your formatting you should substitute <TABLE> tags instead.

## FLASH

**The following guidelines must be observed:** If submitting a Macromedia Flash banner you must supply both the compiled swf file and backup gif. Penton Media uses DoubleClick DART to serve its ads. DART is not able to track clicks on Flash banners without modification to the code before the swf file is compiled. If you wish Penton Media to be able to report on front-end clicks you must contact your trafficker at Penton media for the proper modification instructions before you submit the Flash banner.

**Eyeblander:** Eyeblander Creative must have a visible close button.

**PointRoll:** Testing period may be longer than stated 5 days. PointRoll banners require a file to be uploaded to our servers and production considerations may delay implementation. Expanded window should be a maximum of 2.5x the original dimensions. Banners should expand only in one direction (either vertical or horizontal.) Pre-expand or auto-initiate audio banners are not allowed. All enhanced content must be on mouse-over or click only, and must discontinue on mouse-off.

**Motif:** Penton Media accepts DoubleClick Motif and will traffic it as internal redirect for DFP. Expanding ad formats should be a maximum of 2.5x the original dimensions. Banners should expand only in one direction (either vertical or horizontal). Any enhanced content (audio, expanding banner, etc.) must be user-initiated only.

### Unicast:

- 2 MB maximum file size
- 30 seconds maximum play time
- Must have visible close button

**File Sizes and Looping (File Size applies to direct upload/initial load only, not redirect or polite downloads. Polite downloads may be up to 100K after initial load. Looping and frames do not apply to Flash):**

**Max File Size =** 180x150, 728x90, 336x280: 35K

**Max Frames = 4      Looping = 3 times**

**3rd Party Ad Serving:** Penton Media will accept most 3rd Party Ad tags including DART, Atlas, Bluestreak, and Mediafarm. All 3PAS must be accompanied by anti-caching documentation.

## ENEWSLETTERS

Newsletters text sponsorships include 40 words of text, including headline, plus linking URL. Logo and banner specs are as follows...

### Banner Dimensions:

468 x 60 full banner, 120 x 60 static image or logo  
300 x 250 Static image or logo

**Banner Format:** GIF or Jpeg files only. No Rich Media.

## Advertising Contacts

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