

digital ads interiors

DIGITAL AD GUIDELINES

All ad standards are based upon 72 DPI files submitted in JPEG, GIF, animated GIF or Flash format. Other multimedia file formats such as video (AVI, MOV), and sound (MIDI), as well as QuickTime VR or Animated HTML can be supported but require additional charges.

TYPES OF EMBEDDING

There are three primary types of embedded ads:

1. Full page replacement. Full page ads MUST be submitted as a FLASH file no larger than 10 MB. It plays immediately upon viewing of the page in 1-page or 2-page mode unless you request play on demand.
2. Partial area replacement. This approach replaces a portion of the page with a multimedia component. For example, a static image within a magazine would begin playing a video clip upon page view. This enables advertisers to keep their print and digital ad in the same spot and ad a multimedia component in the digital edition.
3. Play on demand. This approach allows the user to control the multimedia event, usually by clicking on a button or other indicator. When the user clicks, the multimedia ad plays either in a new window or within the same window or subset. The new window can be hosted within the PWF environment, or an external server via a fully enumerated URL.

AD REQUIREMENTS

In addition to the ad sizes listed in the Ad Specifications, the following information is also required:

- Multimedia file type (e.g., SWF, AVI, MOV, MP3, HTML, animated GIF) and version information.
- Desired play options: Play on View, Play on Demand (for multimedia ads).
- Loop options: Repeat audio/video or not (for multimedia ads).
- Place ad in new Window: Yes = open new window to play, No = play in same window (for multimedia ads).
- Offline options: insert into offline edition, No = do not allow in offline file or Optional = Allow User to specify if desired in Offline file (for multimedia ads).

ISSUE	CLOSING	MATERIAL	ONLINE
FEBRUARY/MARCH 08	11.25	12.10	02.01
APRIL/MAY 08	01.25	02.10	04.01
JUNE/JULY 08	03.25	04.10	06.01
AUGUST/SEPTEMBER 08	05.25	06.10	08.01
OCTOBER/NOVEMBER 08	07.25	08.10	10.01
DECEMBER/JANUARY 09	09.25	10.10	12.01