

Rich Media Guidelines

EXPANDABLE ADS

- Click-initiated and rollover-initiated expansion accepted.
- When rollover-initiated, expansion panel must close when user rolls off ad. Only small, clearly labeled parts of the banner may cause rollover-expansion - the entire ad cannot be a 'hot spot'. 'Hot spots' must be properly labeled (for example, tabs that say 'preview' 'slide show' 'win prizes').
- When click-initiated, there must be a prominent 'Close' button on expansion panel.
- Click-initiated audio only. Must have prominent mute button.

Half Pages

- Must expand to the left.
- Maximum expanded size is 500x600 pixels.

Leaderboards

- Must expand down everywhere except in slideshow, where they must expand up.
- Maximum expanded size is 728x400 pixels.

Rectangles

- On the Home Page, the top rectangle may only expand down and/or to the left. The bottom rectangle may only expand up and/or to the right.
- On Article Pages, rectangles must expand to the left and/or down.
- On Landing Pages, rectangles must expand to the left and/or down.
- On the A.V. Club, rectangles must expand to the left, up, and/or down.
- Maximum expanded size is 500x400 pixels.

Skyscrapers

- On The Onion, skyscrapers must expand to the left.
- On the A.V. Club, skyscrapers must expand to the right.
- Maximum expanded size is 500x600 pixels.

FLOATING ADS

- Maximum size of entire float is 500x400 pixels.
- The floating ad can last a maximum of 10 seconds.
- There must be a prominent 'Close' button on all floating ads. Close button must be in the bottom-left hand corner. It must be a minimum size of 25x25 pixels.
- The float can only resolve into a standard banner (Banner must be listed as separate line item in insertion order). No floating reminders are permissible.
- The entire active area of the floating ad must be opaque. No transparent backgrounds are permissible.
- Floating ads can run on story pages only.
- There is a frequency cap of one float every 8 hours per unique user.
- Click-initiated audio only. Must have prominent mute button.

IN-BANNER VIDEO

- Video must play within the banner. For all expandable banners with video, video must play within the expanded portion of the banner (See Expandable Ad specs for more information).
- In Premercials video must load and play within 10 seconds. In A.V. Takeovers video must load and play within 15 seconds. In all other banners, there is no video length limit.
- Click-initiated audio only. Must have prominent mute button.

NOTE

- If any rich media running as part of a sponsorship/buyout, please provide separate standard tags as well. We will only serve the rich media to browsers compatible with the specific rich media technology.