

WH

WomensHealthMag.com

RODALE INTERACTIVE SPECS

2012

UNIT	DIMENSIONS	SIZE	FORMATS	ANIMATION	EXPANDABLE
Leaderboard	728x90	40k Initial	.gif, .jpg, .html, .swf, Rich Media	3 Loops / 15 seconds	728x180
Wide Skyscraper	160x600	40k Initial	.gif, .jpg, .html, .swf, Rich Media	3 Loops / 15 seconds	320x600
Medium Rectangle	300x250	40k Initial	.gif, .jpg, .html, .swf, Rich Media	3 Loops / 15 seconds	450x250
Micro Bar (logo)	88x31	40k Initial	.gif, .jpg, .html, .swf, Rich Media	N/A	N/A
Half Page	300x600	40k Initial	.gif, .jpg, .html, .swf, Rich Media	3 Loops / 15 seconds	N/A
Pencil (pushdown)	970x66	40k Initial	3rd Party Tag ONLY	3 Loops / 15 seconds	970x418
Floating Unit	550x480	100k Initial	3rd Party Tag ONLY	3 Loops / 15 seconds	N/A
Bumper Units	100x800	100k	Raw file (.eps, .psd)	N/A	N/A
Wallpaper/skin	1280x1024	100k	Raw file (.eps, .psd)	N/A	N/A

* Unit is available only as Run-Of-Site

**All Units with audio should be user-initiated only. In-Banner video may play upon user interaction or mouse-over.

CREATIVE DEADLINES:

- .gif, .jpg, .html – Must be submitted at least 3 business days prior to state of campaign.
- .swf/ Rich Media – Must be submitted at least 5 business days prior to state of campaign.

3RD PARTY AD TAGS

Rodale Inc allows for third party. Ad Ops requires standard third party tags such as IFrames or JavaScript. Third Party code must include clear instructions for trafficking.

ACCEPTED SERVERS

- Blue Streak
- Atlas
- Mediaplex
- Interpolls
- DART for Advertisers (DFA)
- PointRoll
- Mediamind (formerly Eyeblander)
- EyeWonder

**All other servers must be approved by Rodale Ad Ops before submission

GUIDELINES

- Units must open up in a new browser window or tap
- Floating ad units must have a clearly recognizable close button
- All expanding units must be user initiated
- All creative will be sent back to agency/advertiser to fix, no make goods will be provided for a late start date due to creative that does not meet Rodale's specifications.
- Rodale has final approval for all ad units with respect to editorial/creative content.
- Rodale Inc, has the right to remove an advertisement from its web sites at any time for any reason

MICRO BAR (LOGO):

- No Animation, border, or white background
- Must have "Sponsored by" text embedded into creative
- Text Links: limited to 25 characters for headline, 125 characters for deck. (Homepage ONLY)
- Subject to Rodale marketing review and approval

FLASH:

- ActionScript 2.0 or below accepted
- Flash must be submitted as a .swf file with an accompanying back up static .gif/.jpg for display to users who do not accept Flash.
- Click-through must be parameterized in the .swf file using clickTAG. For instructions on implementing clickTAG, please go to the following link : http://www.google.com/support/dfp_sb/bin/answer.py?hl=en&answer=79268
- Click-through URL must be supplied with each .swf unit.

FLOAT UNIT:

- Must have clearly recognizable close button
- All floating ads are capped at 1 per user session
- Must be 3rd party constructed and served

BUMPER UNIT / WALLPAPER:

- Accept 3rd party tags
- Creatives should be sent in two weeks prior to campaign start for QA
- No Click-Through on Bumper Ad Units unless 3rd party served
- ALL Bumper and Wallpaper units will need approved by Editorial and Ad Ops

DYNAMIC LOGIC

- Advance notification/approval is required before running a user study on Rodale Inc. sites.

Contact your Women's Health Sales Representative or Laura Frerer-Schmidt, Publisher, at 212.808.1707 or Laura.Frerer-Schmidt@rodale.com

Women'sHealth