

ADVANCE E-BLAST SPECIFICATIONS

GENERAL GUIDELINES

- Clients must supply subject line for their mailing. This will be subject to editing by ADVANCE in order to clarify that we are the source of the mailing.
- No active content (forms, flash, dynamic ads) are allowed within e-blasts.
- ADVANCE can provide click-through data for your e-blast. See your sales rep for details.
- ADVANCE will edit your e-blast file to include information adherent to CAN-SPAM guidelines, including unsubscribe instructions.
- ADVANCE provides a "Click Here" link to a Web view on all e-blasts.
- E-blasts are built using RGB color standards for the Web. Print ads use CMYK color standards. Ads used in both medias will display color variances between CMYK and RGB. RGB will typically have a brighter hue.
- Match & Omit Lists: See your sales rep for more information.

FOR AGENCIES/CLIENTS CREATING E-BLAST FILES

- Send your HTML as an attachment to your sales representative.
- All images used within the e-blast should reside on the client's server.
- All links to images and URLs will need to be absolute (contain the full URL to the file location) and not relative (stored on your personal computer).
- ADVANCE recommends building .html files using tables.
- Do not use CSS. Some email clients will not render CSS correctly. ADVANCE recommends declaring fonts, font size, font colors, alignment, padding, etc., within table tags.
- Do not use background images or layer images. ADVANCE recommends placing images within tables.
- Avoid spaces and special characters when naming image files.
- Use .html coding for special characters (i.e. apostrophes, ampersands, bullets etc.)
- E-blast files cannot include javascript (or other similar scripting languages).
- ADVANCE recommends building your HTML file following Outlook07 guidelines for best viewing over multiple email clients.
- Recommended width is 650px or less.
- Because your e-blast is sent to our mailing list, we will remove any information identifying you/the client as the sender, including client-supplied unsubscribe information.

FOR CLIENTS USING ADVANCE TO CREATE THEIR E-BLAST FILE

- Content and links included in and linked from an e-blast will need to be supplied by the client.
- Graphics included in e-blasts can be supplied by the client or provided by ADVANCE.
- Content can be provided as an MS Word file or other electronic text format.
- Graphics should be supplied as Web-ready GIF or JPG files, 72 dpi. PDF files are not accepted. (See "OPTIONS FOR SUBMITTING A PDF* FILE FOR HTML CREATION")
- Clients can supply guidelines or references toward the development of their e-blast, but ADVANCE makes no guarantee that we can duplicate or re-create supplied artwork.

OPTIONS FOR SUBMITTING A PDF* FILE FOR HTML CREATION:

- Custom built HTML:** PDF is converted into a fully coded HTML file. Production fee is applied.
- The ADVANCE production team designs your HTML file to duplicate the look of supplied art (PDF) when converting your e-blast, however we reserve the right to alter the layout to adhere to Outlook07 guidelines.
 - Fonts will be substituted to use Web standard fonts, to maximize legibility of HTML files across multiple email clients and browsers.
- PDF drop:** ADVANCE inserts your PDF file as a single graphic into an HTML file. The HTML file will look exactly like the PDF file. Hot links can be added to activate any URL or email addresses.
* May also submit a JPEG, TIF or PNG file in this process.

ADVANCE E-BLAST SENDER SCORE: 100*

Sender scores indicate an IP address's rank as measured against other IP addresses, similar to a percentile ranking.

ADVANCE E-BLAST DELIVERABILITY RATING: 98.66%†

Deliverability ratings reflect the percentage of emails that are successfully delivered to the inboxes of intended recipients, as opposed to being bounced back or filtered as spam.

- ADVANCE maintains accurate email lists and adheres to strict email practices to ensure the highest quality e-blast distribution.

†Return Path ADVANCE E-Blast IP address report (2/17/2009)

Cancellations can only be accepted if made no later than 48 hours after placing the e-blast; however, cancellations cannot be accepted on send date.

E-blasts created by ADVANCE are considered property of ADVANCE and cannot be provided to clients for their use. Agency fees may apply.

ADVANCE ELECTRONIC AD SPECIFICATIONS

WEB SITE ADS

- Rotating ads are posted for 30 days from date published; fixed ads are posted for the specified calendar month.
- Ad includes FREE link to your site or email address.

E-NEWSLETTER ADS

- Ad appears in one issue of e-newsletter.
- Ad includes FREE link to your site or email address.
- Outlook07 will only display the first frame of any animated ad. So, the first frame can not be blank—it must contain stand-alone creative.

SIZES

- **Leaderboard Ad** width is 728 x 90 pixels. (Size limit is 65 KB)
- **Skyscraper Ad** width is 160 x 600 pixels. (Size limit is 65 KB)
- **Medium Rectangle on Homepage Ad** width is 300 x 250 pixels. (Size limit is 65 KB)
- **Super Tile Ad** width is 180 x 150 pixels. (Size limit is 40 KB)
- **Standard Tile Ad** width is 120 x 90 pixels. (Size limit is 25 KB)
- **Column Sponsorship** width is 300 x 250 pixels. (Size limit is 65 KB)
- **Tower Ad** width is 120 x 240 pixels. (Size limit is 35 KB)
- **Feature Article Medium Rectangle** width is 300 x 250 pixels. (Size limit is 65 KB)
- **Banner** width is 468 x 60 pixels. (Size limit is 60 KB - E-newsletter only)
- **Text Ad** is 75 words max. (E-newsletter only)
- **Video Ads** - Call for details!
- **Client-Supplied Video Ads** - Call for details!

REQUIRED MATERIALS

Supply GIF, JPEG files or clean scan-ready art. Our award-winning art department can create an ad (using your logo and/or graphics) in an electronic file format.

FLASH AD SPECIFICATIONS

Flash ads can be submitted for Web site ads – but not for any email or e-newsletter ads.

We must have the SWF AND FLA files.

REQUIREMENTS

- Flash SWF file needs to be exported as version 8.0 or below.
 - Frame Rate: 24 frames per second.
 - Third party served Flash ads must have a wmode set to "opaque" in their object/embed code.
- All creatives must be designed with a solid background color to avoid unwanted color conflicts with the displaying page. When creating your Flash ad, you must follow the steps to ensure that the click-through for your ad functions appropriately and can be tracked by our system. **If you do not follow these instructions, we may not be able to provide detail regarding traffic to and usage of your ad.**

CLICK-THROUGH & TRACKING INSTRUCTIONS

1. Add an action frame to first frame of the timeline in your Flash file.
2. Add this code: FlashURL=this.gotoFlashURL;
3. Create a button that is the same dimensions as the ad and place it on the stage.
4. Place this code on the button you created:

```
on (release) {
    getURL(FlashURL, "_blank");
}
```

Note: This will not work until your ad has been added to our system. Quotes must be straight in code.

Cancellations can only be accepted if made no later than 48 hours after placing the electronic ad; however, cancellations cannot be accepted on post date.

Electronic ads created by ADVANCE are considered property of ADVANCE and cannot be provided to clients for their use. Agency fees may apply.

FOR CLIENTS SUBMITTING ADS THROUGH A 3RD PARTY AD SERVING/ TRACKING APPLICATION

All third party creative must be reviewed and approved prior to the start of the campaign. EyeBlaster, Atlas DMT, Bluestreak and Doubleclick are approved to run standard creative (SWF/ GIF/JPG) on advancweb.com. Other third party ad servers will be considered. To inquire about using a particular third party ad server on our site, please contact your sales representative.

- Third party creative can include javascript tags.
- We cannot accept third party ads containing javascript for our e-newsletters and eblasts.
- We also must have both secure and non-secure versions of your ad tags.
- Third party served Flash ads must have a wmode set to "opaque" in their object/embed code.
- Third party ads require a target="_blank" attribute on all anchor tags.