

Custom Unit Specs

CNNMoney.com uses DoubleClick's DART Enterprise ad server - some specifications are set by the server and some are set by the editorial team. Below is an overview of CNNMoney.com specific tech specs and some basic server specs.

CUSTOM UNITS

TRADING CENTER

(Markets and Stocks)

- Site served logo in EPS format or 150x50 GIF
 - Clickthrough URL or approved 3rd Party click tag
 - Approved 3rd Party 1x1 tracking pixel (optional)
- File size:** 6K **Animation:** 30 seconds max

SPONSOR CENTERS

(Homepage, Small Business, Run of Site, Technology) Site served logo in EPS format or 170x40 GIF with transparent background

- 42 characters of text, including spaces.

Final unit, once built by CNNMoney, will be 315x40

- Clickthrough URL or approved 3rd Party click tag
 - Approved 3rd Party 1x1 tracking pixel (optional)
- File size:** 6K **Animation:** None

MARKET GRAPH AND QUOTES

LOOKUP BUTTONS

Site served logo in EPS format or 88x31 GIF

- Clickthrough URL or approved 3rd Party click tag
 - Approved 3rd Party 1x1 tracking pixel (optional)
- File size:** 4K **Animation:** None

HOMEPAGE AND MARKETS PORTFOLIO BUTTONS (LAST 10 QUOTES)

Site served logo in EPS format or 306x25 GIF

- Clickthrough URL or approved 3rd Party click tag
 - Approved 3rd Party 1x1 tracking pixel (optional)
- File size:** 6K **Animation:** None

Please send all creative assets to
CNNMoney_Traffic@TimeInc.com

Custom placements must be received 10 days before the start of the campaign.

INTERSTITIALS

AD DISPLAY AREA: 640x480

CLICKABILITY: Interstitial is clickable.

AD TYPE: Approved 3rd Party standard tag or site-served Flash with backup gif (Note: if submitting site-served flash, please also submit a clickthrough URL or approved 3rd Party click tag.)

Max Rich Media File Size: 100K

Max Animation: 15 seconds. Ad must display final message prior to 15 seconds, as the unit will automatically close at the maximum time.

Scrolling: Horizontal or vertical scroll bars are not permitted.

Frequency cap: 1 per user per 24 hours (to be implemented by CNNMoney.com)

Media type: Macromedia / Adobe Flash version 9 or below

Flash FPS: 24 maximum

Flash version: Up through Flash 9

Audio: Accepted. Audio must be user-initiated upon click with full controls (stop, mute, pause, etc.)

Video: Accepted. Video can be host-or user-initiated

Close functionality: Ad will include a 990x90 CNNMoney.com header (supplied by CNNMoney.com) with a "SKIP THIS AD" link that, upon interaction, will direct to the user's intended page destination.