

Girlslife.com Ad Specifications

The following are Girlslife.com's standard ad creative design/development specifications. Any variation from the below specs need to be pre-approved by Girlslife.com. Below are specs for many ad units, some of which may not apply to your proposal or purchase order. If, for some reason, specs or certain information is not provided on an ad type you wish to run, then please contact your sales rep.

	Geometries	Max. File Size	Animation (Y/N, time limit)	Acceptable File Types/Formats	Looping (Y/N, # of times)	Sound (auto or user initiated (either click or mouseover))	Video (auto or user initiated (either click or mouseover))	Other Prod. Specs
Leaderboard	728x90	30k	Y, No time limit	JPEG, GIF or Flash 5	Y, 3 times	Y, user	Y, Auto	
Skyscraper	160x600	30k	Y, No time limit	JPEG, GIF or Flash 5	Y, 3 times	Y, user	Y, Auto	
Med. Rectangle	300x250	30k	Y, No time limit	JPEG, GIF or Flash 5	Y, 3 times	Y, user	Y, Auto	
Intermercial/Interstitial	full page	50k	Y, 20 secs	JPEG, GIF or Flash	N	Y, Auto	Y, Auto	Skip Ad button required - - Auto Sound ads - need secondary creative with user initiated sound
	1) Please give the main clickable button this action: <code>getURL(clickTAG, "_blank");</code> (we will be passing the URL to the .swf as a url parameter, so this is all you need to do - you don't need the URL in the creative at all) 2) A "Skip Ad" link will automatically appear above the ad. 3) Specify the following variables: the target URL, a copyright line to appear below the ad, a background color for the frame surrounding the ad, and a text color for the Skip Ad link and copyright text.							
Various executions: (1) Fully branded HTML page with interactive functionality. Girlslife.com needs an Image URL to call page form another server or Girlslife.com can serve the HTML page from its servers subject to the above file size restrictions; (2) Flash ad (.swf) or image (.GIF or JPEG) served by either Girlslife.com (subject to file size restrictions) and by third party ad server on redirect.								
DHTML / Floaters (served by Girlslife.com)	up to 400x400	50k	Y, 8 secs	Flash	N	Y, Auto	Y, Auto	Auto close / fade away after 8 seconds/ Close button req'd
	1) Please give the main clickable button this action: <code>getURL(clickTAG, "_top");</code> (we will be passing the URL to the .swf as a url parameter, so this is all you need to do - you don't need the URL in the creative at all) 2) For the close button, please use this action: <code>getURL("javascript:clearFlashDiv();");</code> This is a call to a piece of javascript we use that sets the div containing the creative to "hidden".							
For Girlslife.com to serve, we need .flas and the fonts used to create the .fla. We will recompile into a .swf								

Eyblaster Floating Ad (ads served by Eyblaster or other vendor)	Intro Ad Max Dimensions (pixels)	Intro Ad Max File Size	Intro Ad Max Duration	Looping (Y/N, # of times)	Sound (auto or user initiated (either click or mouseover))	Video (auto or user initiated (either click or mouseover))	Other Prod. Specs
	400x400	Based upon vendor's specs	8 Seconds	N	Y, Auto	Y, Auto	Auto close / fade away after 8 seconds/ Close button req'd
Expanding Ads	<p>** Expanding ads need to be designed to expand on a layer above content and not in a table that pushes content. ** Expansion must be user-initiated ** Expanded portion of the ad must have a collapse/close button that is prominent. Ad should auto-close after time delay or mouse-off. ** Video - May be included in initial ad, but follow above video specs per ad type. If video is in the expanded layer, then it can be auto-sound and auto-video.</p>						
Add'l Prod. Specs	Flash Ad Units	Flash ad units should be developed in Flash 5, to ensure optimal compatibility with user's browsers. Must provide a default .GIF or .JPEG in the event that a user does not have the flash plug-in. In order for us to track clicks on flash creatives, all flash creative must contain "click tag tracking" implemented in the .swf according to Macromedia's specifications. Click Tag Tracking needs to be implemented on the .swfs sent by developer. Make sure that the variables are set to _blank so that when clicked the destination page is drawn into a new browser window. The following URL provides developers/designers with click tag instructions: http://www.macromedia.com/resources/richmedia/tracking/ You must be prepared to supply Girlslife.com with the .fla and the appropriate fonts, in the event that click tag tracking is not properly implemented by your vendor.					
Integrated Placements	For all site-created integrated placements, please send color palette, logos, fonts, images, and any other assets that advertiser feels would assist the site in creating an excellent unit.						
Textlinks	75 characters of text; click-thru URL						
Rich Media FAQs	What is the maximum initial file size load? 35k What is the maximum file size load size? 100k						
Rich Media FAQs	What is the maximum expansion size for a 728x90, 300x250, and a 160x600 unit? 728x300, 600x250, 320x600						
Rich Media FAQs	What direction will the 728x90, 300x250, and 160x600 units expand to (left, right, up, or down)? 728 down, 300 left, 160 right						
Rich Media FAQs	Can the units expand with Mouse Over or Click? Mouse over OR clicks Does method of expansion and un-expansion need to be the same? Unexpand by mouse off						
Rich Media FAQs	What is the maximum video length for the units? 20 secs						
Rich Media FAQs	What is the maximum animation length for the units? 20 secs						
Rich Media FAQs	Can sound be click or mouse-over initiated? Click initiated, NOT mouse over						
Rich Media FAQs	Do the units require a CLOSE button? The expanded panel requires a Close button						
Rich Media FAQs	What are the maximum frames per second? NONE						
Rich Media NOTE	Ad code should not change or modify girlslife.com's HTML in any way at any time of the campaign.						