Online advertising 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. If, for some reason, specs or certain information is not provided on an ad type you wish to run, please contact your sales rep.

Standard Ad Specs

	Dimensions	File Size	Format	Production Specs
Leaderboard (expandable)	728x90 (expands down to 728x300)	30k	JPEG, GIF, Flash 5 or higher	Animation: yes, no time limit Looping: Yes, 3 times Sound: Yes, user initiated Video: Yes, auto initiated
Bullseye (expandable)	300x250 (expands left to 600x250)	30k	JPEG, GIF, Flash 5 or higher	
Skyscraper (expandable)	160x600 (expands right to 320x600)	30k	JPEG, GIF, Flash 5 or higher	
Superbanner	1000x40	30k	JPEG, GIF, Flash 5 or higher	For expandable superbanners only: Expansion must push down site content as to not interfere with our sites drop down navigation. Expansion should be user-initiated and auto close after time delay or mouse off.
DHTML/Floater (served by GL)	Up to 400x400	50k	Flash	Animation: Yes, 8 sec. No looping. Sound: Yes, auto initiated Video: Yes, auto initiated
Intermercial/ Interstitial	Full page	50k	JPEG, GIF, Flash 5 or higher	Animation: Yes, 20 sec. No looping. Sound: Yes, auto initiated Video: Yes, auto initiated

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Intermercials/Interstitials:
• Skip Ad button required, all Auto Sound ads need secondary creative with user initiated sound
• Please give the main clickable button this action: getURL(clickTAG, "_blank"); 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)
• A "Skip Ad" link will automatically appear above the ad.
• 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:
• Please give the main clickable button this action: getURL(clickTAG, "_top");(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)
• For the close button, please use this action: getURL("javascript:clearFlashDiv();"); 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

Eyeblaster Floating Ads (ads served by Eyeblaster 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 required

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Rich Media Ad Specs

Flash Ad units:
• Flash ad units should be developed in Flash 5 (or newer), 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.

Expanding Ads:
• Expanding banner ads (728x90, 300x250, 160x600) need to be designed to expand on a layer above content and not in a table that pushes content.
• Only expanding superbanner ads (1000x40) need to be designed to push down content as to not interfere with our sites drop down navigation.
• 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.

Rich Media Specs:
• Maximum initial file size load: 35k; Maximum file size load size: 100k
• Expandable units can be initiated with mouse-over OR clicks; must unexpand by mouse off
• Maximum video length for the units: 20 secs
• Maximum animation length for the units: 20 secs
• Sound can be click initiated, NOT mouse over
• All expanded panel requires a Close button
• Maximum frames per second: NONE
• Ad code should not change or modify Girlslife.com's HTML in any way at any time of the campaign.

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.