

RICH MEDIA SPECIFICATIONS

GENERAL GUIDELINES:

- All rich media ads are evaluated on a case-by-case basis and must be approved by local management prior to launch.
- Homepage and section front deployment of floating ads will be approved on a case-by-case basis and subject to testing.
- The freeform ad will be capped to once every 24 hours per user.
- In some cases involving third-party ad serving, click-throughs are not trackable on rich media ads. Consult third-party for click reporting.
- The General Manager reserves the right to approve or decline a rich media ad campaign if delivery of site content or user experience is compromised.

CREATIVE SPECIFICATIONS:

- If created in house: Production requires 5 business days for in-unit ads/freeforms and 10 for expandables. Production will not start (nor production timeline) until all materials received.
- If externally produced: We require 5 business days for testing. Advertiser must provide all rich media creative and associated code. For Flash, Java, etc., a backup GIF must be supplied that will be displayed when a non-rich media supporting browser is detected.
- Floating/freeform ads may not run more than 12 sec.
- Floating/freeform ads must include a prominently visible close/exit button in upper right corner, which must appear at all times.
- The creative must not automatically download plug-ins or ask the user to download plug-ins.
- Floating ads with audio must include an on/off button. Uninitiated audio is not allowed.
- Standard size ads utilizing rich media to allow expanded content must only open or expand with user intervention such as a mouseover or click action

FLASH:

- The dimensions of a freeform ad vary depending on placement. Freeform ads should be designed to come in above the fold but not cover the chicagotribune.com logo, navigation or other advertising (approximately 200-250 pixels below the top of the page).
- Initial load can not exceed file size limits of the ad position being targeted.
- Advertiser must submit .swf file, a backup gif as well as the original .fla file.
- **All Flash movies must embed the following in order to track clicks (for more details, please see page 2):**

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

or if using movieclips and action script:

```
instancename.onRelease = function() {  
  getURL(clickTAG, "_blank");  
}
```

***** NOTE: In order for the clickTAG function to work properly, Flash MX 2004 and Professional users must select version "Flash Player 6" in their publish settings prior to .swf export*****

Consult Macromedia's website for more details: <http://www.macromedia.com/resources/richmedia/tracking/>
Contact your sales representative with additional questions.

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INSERTING A CLICKTAG:

- Insert a new button. In the button's screen:

- 1) Create a "box" that will cover the size of the entire ad.
- 2) Convert this "box" to a symbol and set the Alpha to "0." (This will allow the clickTAG to be transparent)
- 3) Copy this new symbol.
- 4) Add a keyframe in "Up," "Over," "Down," & "Hit."
- 5) Paste In Place this symbol in each frame.

- In the main scene, drag the button from the library into a new layer. This layer must be the top layer.

- Add action to the button. Copy and paste this action EXACTLY as shown below.

Note: Do not embed your own URL into the clickTAG. Please leave "_blank" in the action script.

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

- Prior to publishing the movie, select version "Flash player 6" in Publish Settings.

- Export Movie.

FREQUENTLY ASKED QUESTIONS:**Why do I need to include a clickTAG in my Flash ad?**

The clickTAG is the tracking code assigned by the ad serving network to an individual ad. The clickTAG allows the network to register where the ad was displayed when it was clicked on. This click through data is reported to the ad serving servers so advertisers may determine the effectiveness of their campaign.

If I can't embed my URL into the clickTag button's action, how will the ad click through to my web site?

The clickTAG code will allow the ad serving networks to dynamically assign a clickTAG to the ad. This allows the click-through URL to be modified at any time during a campaign, as opposed to hard-coding the click command in the .swf file.

I followed the clickTAG instructions exactly, why does the clickTAG still not work correctly?

Action buttons are very sensitive. Sometimes, the best way to correct a clickTAG button is to recreate the button from the beginning by deleting it from the library and starting from scratch. In addition, if you have copied a clickTAG button from another flash document, it may not work correctly in the new document you have pasted it into. In this case, it may also be necessary to recreate the button.

Why does the flash document need to be exported and saved to run in Flash Player 6?

Although Flash Player 6 is not the most recent technology, remember that not all online users have upgraded their Flash Players to the latest version. Publishing the document to run in Flash Player 6 will allow the ad to reach a wider audience.

Why is a backup gif required for a Flash ad?

To ensure the ad can be viewed by a wider audience, the backup gif will be served to users with older versions of Flash Player and in cases where the Flash ad does not work properly.