
1105 Media Ad Serving Platform is Doubleclick DFP

Acceptable Files

GIF/JPG/PNG files (includes animated GIF files)

HTML5

- We accept HTML5 banners served via third party tags or hosted by the advertiser/agency. When hosted by the agency, an index file (HTML) should be sent with all urls as **https://**.
- 1105 Media sites are **https://** so all references in the index files as well as the tags themselves must be **https://**.

FLASH files (no lower than **Flash Player version 7** and no higher than **Flash Player version 10.1**)

- When submitting flash files, please be sure to implement the **Click Tag variable** in place of the click URL (see directions below).
- **How to Embed Click Tags**
 1. Open or create a new Flash document. **Set the file to Actionscript 2.0**. If you are using an existing Flash file, go to File > Publish Settings and make sure it's set to **Actionscript 2.0**.
 2. Insert a new layer on the root timeline, at the top of all layers and name it button (or name of your choice). This **MUST** be the topmost layer in your file.
 3. Draw a shape over the entire canvas, convert to a **BUTTON** symbol. Set the alpha transparency of the symbol to 0% so that the button is invisible. On the button symbol timeline, make sure the frame is on the "Hit" keyframe **ONLY**.
 4. Open the Actions panel (Window > Actions).
 5. Select the button symbol on the canvas. You should see it selected in your timeline. In the Button Actions panel, paste the following code:

```
on (release) {
    getURL(_level0.clickTAG, "_blank");
}
```
 6. **NOTE:** When inserting a value for the Instance name **DO NOT** use clickTag, clickTAG, or ClickTag. It is best to not use the term click tag, as it can conflict with the ad system. This should also be taken into consideration when naming layers.
 7. Save and publish your file to Flash 7 or above.
- **A standard GIF or JPG ad must be submitted with any rich media ad (for when a user does not accept to display rich media ads).**

Third-party ad serving

- We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system, DoubleClick DFP. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad.
- When submitting third-party tags, please send **Javascript/Standard or Standard tags only**. If using DFA, please send internal redirect tags.

Special Banner Specifications

Banners

Initial Load = the file size should be maximum 80k

Polite Load = the file size should be maximum 300k

Number of subsequent loads = 1-2

In-banner Video = we can accommodate in-banner video as long as it fits into the max 40k file size

Special Frame Requirements = none, as long as they follow our specs (including file size)

Max Animation Time = 10-15 seconds

FPS (Frames Per Second) = 20-25 (max 30)

Max Number of Loops = 3-5 times (or more, if it fits into the max 80k file size)

Max Uninitiated Video Length = no limit as long as it fits into the max 80k file size

Concurrent Video/Animation = 25-30 seconds

Audio Initiation After Expansion = user controlled with click
Expandable Hotspot Limitation = no limitations

Expandable Banners

Note: All expandable banners must be submitted through a third party ad server. Flash (swf) files will not be accepted. Must be tested prior to launch and approved by publisher.

Expand Direction = Dependant on site

728x90

Max expansion: 728x200

300x250 (or 336x280 where applicable)

Max expansion: 600x500

Expand/Contract Method = user initiated

Close Button Requirements = required, any corner

Accept Auto-Expand = no

Max Time for Auto Expand Open = N/A

Frequency Capping = N/A

FAQs

Does the site allow 4th Party ad serving? = yes

Required lead time? = 5 days

All creative is due 5 business days prior to launch. Please submit materials to:

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