

	Ad Units	File Size	File Format(s)	Functionality	Additional Information
Standard Display Media	728x90 - Leaderboard	40k max	gif/jpg/swf/ 3rd party vendor	Animation: up to 30 seconds and a maximum of 3 rotations	n/a
	160x600 - Skyscraper			Flash: Maximum 30 frames/second, up to and including Flash 8.0. Backup gif or jpg required. Click must open new browser (see detailed Flash instructions).	
	300x250 - Big Box				
	300x600 - Billboard				
	300x60	15k max	gif/jpg	Animation: None, must be static image	n/a
Rich Display Media	728x90 - Leaderboard	40k initial load, 2.2 mb progressive load	3rd party vendor (see below for a list of approved vendors)	Animation: Up to 30 seconds and unlimited during user interaction.	n/a
	160x600 - Skyscraper			Flash: Maximum 30 frames/second, up to and including Flash 8.0. Backup gif or jpg required. Click must open new browser (see detailed Flash instructions).	
	300x250 - Big Box				
	300x600 - Billboard				
	728x90 - Expandable Leaderboard (expands down to 728x360)			Audio: User-initiated on click only. A functioning on/off button is required. In-unit volume control is optional.	
	160x600 - Expandable Skyscraper (expands left to 320x600)	Other: Replay button recommended.			
	300x250 - Expandable Big Box (expands left to 300x600)				
Top Layer/Interstitial (500x500 transparent stage size)	80k initial load, 2.2 mb progressive load		Animation: Up to 7 seconds floating. Must include close "x" button, top right Arial 16 pt. 500x500 transparent stage size.	Recommended that Top layer ads not be built in standard ad sizes.	
Transitional			Flash: Maximum 30 frames/second, up to and including Flash 8.0. Backup gif or jpg required. Click must open new browser (see detailed Flash instructions).	Ad must disappear off page or (if a combo unit) must disappear into another ad unit.	
			Audio: User-initiated on click only. A functioning on/off button is required. In-unit volume control is optional.	n/a	
Other	Advertorial Box	80x80 gif/jpg, 5k max 25 words of text (including title)  (CPO only) 100x80 gif/jpg, 5k max 250 characters (including spaces)	gif/jpg and text	Animation: None, must be static image	Site editors reserve the right to edit.
	Contest Listing	80x80 gif/jpg, 5k max 25 words of text (including title)			

	Ad Units	File Size	File Format(s)	Functionality	Additional Information
E-Newsletters	728x90 - Leaderboard	35k max	gif/jpg	Animation: up to 30 seconds and a maximum of 3 rotations	Placements can not be 3rd party served.
	160x600 - Skyscraper				
	300x250 - Big Box				
	300x60	15k max			
	125x125				
	Text Links				

	Deliverable Assets	HTML Dimensions	Text Dimensions	Other
E-Blasts	One HTML file One text file, Images (if not hosted on client/agency side), subject line	<ul style="list-style-type: none"> <li>Between 300 pixels and 600 pixels long, and no more than 600 pixels wide</li> <li>Email must include an "If you can't see this" link at the top that links to an html version.</li> <li>Bulk of the message should appear in the top 600x300 portion of the screen (above the fold).</li> <li>Should contain both images and text (as opposed to one large image with text embedded within the graphic).</li> <li>If images are being hosted by the client/agency, please hard code them as opposed to referring to them locally.</li> <li>Must not contain Flash, or CSS.</li> </ul>	<p>Contains copy that is used in the HTML version for those who cannot view HTML</p> <p>No more than 75 characters wide</p>	<p>Both text and HTML versions should leave room for Rogers brand header and footer (contains privacy policy, unsubscribe link and mailing information)</p> <p>We require a subject line, no longer than 40 characters (including spaces) which includes the name of the advertiser.</p>

Building Flash	
Creating Flash Files	<p>How to create an Adobe Flash button with a dynamically assigned URL that will track clicks with an adserver:</p> <ul style="list-style-type: none"> <li>Create a new empty layer at the very top of the layer list (optionally called ClickTag)</li> <li>Draw a box and size it so that it that covers the entire advertisement.</li> <li>Cover the box into a button symbol. (also optionally called ClickTag)</li> <li>Set the box to be transparent by changing the alpha blend to 100%</li> <li>Open the actions for the button and paste in the Universal ClickTag code for at the following URL.</li> </ul> <p><a href="http://www.iabcanada.com/clicktag/UniversalClickTAG-V1.0.txt">http://www.iabcanada.com/clicktag/UniversalClickTAG-V1.0.txt</a></p>

Additional Ad Guidelines	
Creative Submission	<p>Consolidated creative files must be sent to <a href="mailto:rmionlinecreative@rci.rogers.com">rmionlinecreative@rci.rogers.com</a> and your Account Manager <b>3 full business days in advance</b> of the campaign start date for standard ad creative, and <b>5 full business days in advance</b> of the campaign start date for rich media format ad creative.</p> <p>The subject should state the advertiser name, the campaign name and the assigned IO number (see top right of your contract). Email must include the destination url for your ad units if you are submitting standard format ad creative.</p>
Naming Conventions	<p>All creative files must be named using the following format:</p> <p><b>Naming Convention, Ad Creative</b> - language_size_client_campaign_creative version  <b>Example:</b> en_300x250_gm_cadillac_c01.swf</p> <p><b>Naming Convention, Ad Tags</b> - language_size_client_campaign_tag version  <b>Example:</b> en_300x250_gm_cadillac_t01.txt</p> <p>The c01 or t01 at the end of either an ad creative or ad tag, stands for "creative version one" or "tag version one".            Any time ad creative is revised and resent, the version should be changed to c02, c03, etc., to ensure the correct ad is trafficked.</p>
Approved 3rd party vendors	<p>Rogers Digital Media works with many 3rd party vendors. If you are working with a 3rd party vendor not listed, please contact your Account Manager. Please also check with your Account Manager to consult what ad placements support these formats.</p> <ul style="list-style-type: none"> <li>● Doubleclick</li> <li>● Klipmart</li> <li>● Pointroll</li> <li>● eyeReturn</li> <li>● EyeWonder</li> <li>● Eyeblaster</li> </ul>
Exceptions	<p>Rogers Digital Media does NOT support any of the following:</p> <ul style="list-style-type: none"> <li>● Pop-up or Pop-under ads</li> <li>● Ads with audio on, <u>Except for Video ads in a Video Channel</u>, ALL audio must be initiated by the user, on click</li> <li>● Pre-expanded ads</li> </ul>