# 2020 SPECIFICATIONS AND TERMS

OUR ADVERTISING BASICS

EH Media will review your advertising submissions to optimize our audience experience with your creative materials. Our staff will work with you to make sure you get the most value out of your advertising opportunity with our websites. We reserve the right to ask you to edit your creative to meet our editorial and creative guidelines if necessary.

EH Media websites currently support the following IAB standard units:

> Leaderboard*: 728px wide x 90px tall
> Super leaderboard*: 920px wide by 90px tall
> Half Page : 300px wide x 600px tall
> Rectangle IMU Unit: 300px wide x 250px tall
> Jumbo Pre/Interstitial Unit: 640px x 480px wide that is served to one unique IP address per 24-hour appear.

Note: The PSW Forums area does not support the skyscraper, Jumbo or rectangle ad unit; it only displays leaderboards
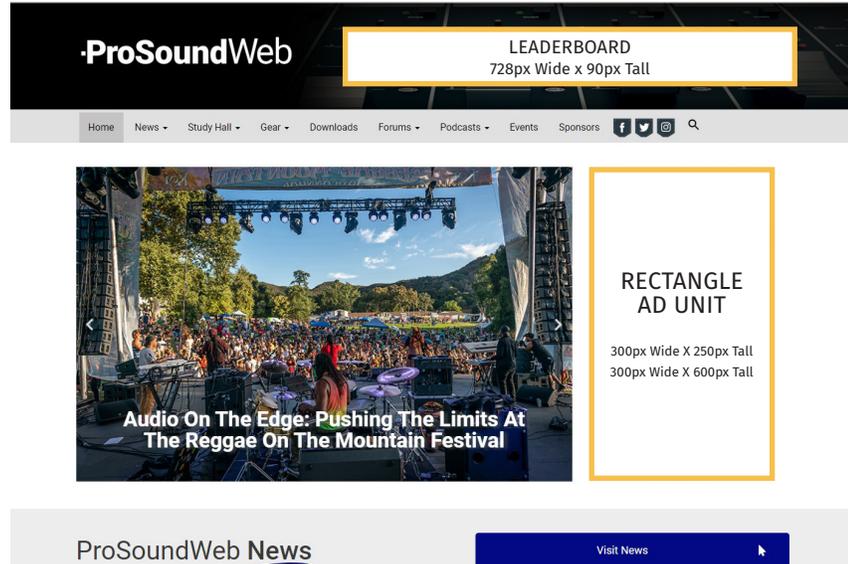

* Both leaderboards require a mobile ad unit sized 320px wide x 50px tall

EXAMPLE OF JUMBO PRE/INTERSTITIAL AD UNIT:

CREATIVE SUGGESTIONS

To improve audience experience and response, we advise that advertisers:

> Test creatives across multiple platforms and browsers to ensure performance
> Rotate animated GIF and Flash files a maximum of 3 times for a total play time of 30 seconds
> Submit files with only one linking URL per creative (no multi-link creatives or image maps)
> We cannot support 4th party serving
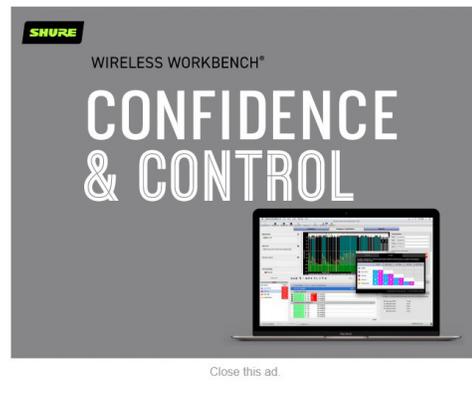
Note: Jumbo ad unit performs best when displayed as a static JPEG or GIF. We can support 3rd party based Jumbo unit, but require additional lead time for testing.
We can support a variety of custom opportunities. Please contact your sales representative if you have questions on these or other advertising venues.

For LSI: Contact Jeff Turner 415-455-8301 | jturner@livesoundint.com
For PSW: Contact Mark Shemet 603-748-4067 | mshemet@prosoundweb.com

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Type of Creative	Maximum	Please Submit	Notes
JPEG or GIF	25k	Creative in .jpg or .gif format with linking URL	Animated GIFs can be submitted but must only rotate 3 times.
Flash	75k	Creative in .swf format. Including .fla file is helpful if we encounter problems.	Please also include alternative creative in .jpg or .gif format for users without Flash. See notes below for Flash submission specifications.
3rd Party Tags (DART, Atlas, Pointroll, etc.)	N/A	3rd Party tags accepted as text file.	3rd Party tag should support javascript/iframe implementation. See notes below for 3rd Party tag submission specifications.
Jumbo Pre-Interstitial	90k	Creative in .jpg format with linking URL	Flash, Animated GIFs or 3rd party tags can hinder performance of this large ad unit. Please see note below Jumbo ad unit example on previous page.

FLASH FILE SUBMISSION GUIDELINES

To ensure correct operation and measurement of impressions and clicks of Flash based units the following must be followed:

> Make the entire Flash ad area function as a button on the top layer to maximize clicks and implement clickTAG call as outlined below.
> Important: The click button must use the proper variable to allow us to track your ad properly in our ad server. The Actionscript button must read (this variable IS case sensitive):

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

> If you are having trouble implementing the click button, please review the 24/7 Real Media creative guide for ad server guidelines: http://www.247realmedia.com/marketing/websites/creative_specs/UK/specifications.html
> Provide .FLA, .SWF, and an alternate .GIF or .JPG 10 days prior to launch;
> Alternate file is needed for audience members who do not have Flash Player installed or functioning
> Note that user-initiated events are more complicated to display and will require significant testing to ensure proper function
> Flash files should be set at 12 fps using Flash 8 and ActionScript 2.0. The latest versions of Flash (9 and 10) and Actionscript 3.0 are not as widely prevalent in users browsers, so for maximum exposure please make your files compatible with earlier versions.
> Make the entire Flash ad area function as a button on the top layer to maximize clicks and implement clickTAG call as outlined in the 2nd bullet above.
> Final Flash files can only rotate 3 times for 30 seconds total play time

3RD PARTY TAG SUBMISSION GUIDELINES:

> We accept 3rd party ad tags from a variety of platforms (DART, Pointroll, etc.); please contact for more information
> Please submit 3rd party ad tags as a text file attached to an email 10 days prior to deploy
> Please provide EH Publishing with a login and password to review 3rd party reporting metrics and verify for invoicing

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