

Glam Media

Advertising Specifications

Glam Media is a client-focused interactive digital marketing partner that understands your goals for achieving online advertising objectives. Below are guidelines for standard ad creative design and development. As new media strategies are created, we look forward to working with you on innovative campaigns that may fall outside the listed specifications. To discuss the technical requirements needed for your upcoming campaign or for any additional information, please contact your Glam Media Sales Team at Ad_Sales@glam.com or Glam Media Ad Operations at Traffic@glam.com.

Standard Media Guidelines

Placement	Dimensions	Max File Size (Glam Hosted)	Acceptable File Types/Formats	Animation and Looping Restrictions	Video Allowed?	Audio Allowed? User-Initiated Only	Rich Media Accepted?	Expandable Allowed?	Max Expand Dimensions	Preferred Expand Direction
Wide Skyscraper	160x600	60K	3rd-Party Tags or JPEG, GIF, Flash**	Yes Three Times	Yes 30sec max	Yes With Mute Buttons	Yes	Yes See page 2 for details	460x600	Left
Medium Rectangle	300x250	60K	3rd-Party Tags or JPEG, GIF, Flash**	Yes Three Times	Yes 30sec max	Yes With Mute Buttons	Yes	Yes See page 2 for details	560x300	Left
Leaderboard	728x90	60K	3rd-Party Tags or JPEG, GIF, Flash**	Yes Three Times	Yes 30sec max	Yes With Mute Buttons	Yes	Yes See page 2 for details	728x400	Down
Half-Page Ad	300x600	60K	3rd-Party Tags or JPEG, GIF, Flash**	Yes Three Times	Yes 30sec max	Yes With Mute Buttons	Yes	Yes See page 2 for details	460x600	Left
Left Nav Widget on Glam.com	125x185	60K	3rd-Party Tags or JPEG, GIF, Flash**	Yes Three Times	No	No	Yes	No	n/a	n/a

General Guidelines

Any ads falling outside of Glam Media's specifications may result in a request for revision and/or delay in launch.

In-Ad Audio	<ul style="list-style-type: none"> Only user-initiated audio allowed, preferably via click. Ad must contain clearly visible mute and stop functionality. Audio must end in advance of or with the ad play. Audio must be encoded at a maximum volume of -12 db.
In-Ad Video	<ul style="list-style-type: none"> Auto-play video is allowed. Play/pause button and mute button controls required. Maximum allowance for auto-play video is 30sec. Progressive download streaming is allowed when activated by user.
Surveys	<ul style="list-style-type: none"> No pop-ups or pop-unders. DHTML flyovers/floating ads are permitted in limited numbers. AdOps approval required. No survey invitations on Glam.com or Brash.com properties. Reach out to traffic@glam.com for any survey related questions. Must have Glam Media approval before inclusion in buy.

Rich Media Guidelines

Creative Interactions	Most creative actions (audio play, expansion beyond original dimensions, launching a new browser window, etc.) must be initiated by the user, and have clearly visible mute and close/exit buttons. Please see detailed creative rules below for exceptions.
------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

RM Vendors	Glam accepts all industry-standard Rich Media vendors. Some new vendors may require testing prior to campaign launch.
Vendor Tag Requirements:	<ul style="list-style-type: none"> • Due to known display issues with Safari and Firefox browsers, we strongly recommend that tags contain no iframes. • New vendors will require a thorough QA process to ensure tag stability. • Tags cannot contain pop-ups or pop-unders of any kind. • Vendor tags must be able to accept Glam click tracking. • Vendor tags must either contain client side cache busting or be able to accept Glam cache busting.
**Flash	All recent versions of Flash are accepted. Advertisers are advised to use Flash 8 or 9 to maximize user compatibility and avoid unnecessarily high incidence of default ads.
Flash Requirements (Including Third-Party Served Flash):	<ul style="list-style-type: none"> • All flash files must be clickTag enabled. <ul style="list-style-type: none"> Please do not hardcode any target URLs. We will be passing the landing page URL to the .swf as a parameter, so you don't need the URL referenced in the .swf file. Assign any clickable portion a clickTag, preferably with the format below: <pre>getURL(clickTag, "_blank");</pre> For click commands in child layers, please use <code>_root.clickTag</code> or <code>_level0.clickTag</code> If you need to direct to more than one URL within a single .swf file, please build each clickTag with a consecutive number (as below), and specify each URL-to-clickTag mapping. <pre>getURL(clickTag1, "_blank"); getURL(clickTag2, "_blank"); getURL(clickTag3, "_blank");</pre> • Object code must contain both param and embed tags. The wmode variable must be set for both param and embed. <ul style="list-style-type: none"> For overlay executions, set wmode to transparent. For expandable executions, set wmode to opaque. • Maximum frame rate of 24 frames per second. • For Flash hosted by Glam Media, a default image (JPEG or GIF) image must be included for each ad size.
Video Ads	
Preroll Video Requirements:	<ul style="list-style-type: none"> • There is a 15-second maximum preroll video stream length. For campaigns that exceed 15 seconds, please contact your sales person. • File type: FLV preferred. AVI, WMV, MPEG, or MOV accepted. • Resolution: 1360x768 (HD) preferred, 640x480 (SD) accepted. • Bit rate: Under 1500 kbps preferred. • File size: Under 50 MB preferred. • Prerolls can be tracked via 3rd party pixels and click through URLs.
Custom Integrations	<ul style="list-style-type: none"> • Glam Media is always open to new integrations and will make every effort to meet custom creative requirements. • Please reach out to your sales representative regarding custom integrations and we'll figure out how to make it happen!
Expandable Ads	<ul style="list-style-type: none"> • Expandable portion of ad should be user-initiated and activate upon mouse-over or click, and minimize automatically upon mouse-off or have a clear close button. • The expanded 160x600 has a maximum size of 460x600. • The expanded 300x250 has a maximum size of 560x300. • The expanded 728x90 has a maximum size of 728x400. • The expanded 300x600 has a maximum size of 460x600. • For expansion direction, auto detection of page position is preferred; if not possible, then the 728x90 should expand down, and the 160x600, 300x250 and 300x600 should expand to the left.
Floating and Overlay Ads	<ul style="list-style-type: none"> • Should be spawned from a 728x90 Leaderboard except when noted otherwise. • Fully expanded unit should not exceed 500x500 and 100K, and must have close button and auto-retracting functionality. • Must have a clearly visible close button and close automatically after animation completes. • Maximum total display of 20 seconds unless user initiated. • Limitations apply; please see your Sales Representative for availability.
Corner Peel / Page Tear	<ul style="list-style-type: none"> • Should be spawned from a 728x90 Leaderboard except when noted otherwise. • Corner ('reminder' or 'teaser') unit should live in the upper right, and should not exceed 100x100 and 20K. • Fully expanded unit should not exceed 500x500 and 100K, and must have close button and auto-retracting functionality. • Upon initial page load, may expand for a maximum of five seconds before retracting to corner reminder unit. • Limitations apply; please see your Sales Representative for availability.