

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.

Placement	Dimensions	Max. File Size (Hosted)	Acceptable File Types/Formats	Animation and Looping Restrictions	Video Allowed? User-Initiated Only	Audio Allowed? User-Initiated Only	Rich Media Accepted?	Expandable Allowed?	Max Expand Dimensions	Preferred Expand Direction
Wide Skyscraper	160x600	40K	3rd-Party Tags or JPEG, GIF, Flash**	Yes Three Times	Yes No Autoplay Allowed	Yes With Mute Buttons	Yes	Yes With Close on Mouseoff	460x600	Left
Med. Rectangle	300x250	40K	3rd-Party Tags or JPEG, GIF, Flash**	Yes Three Times	Yes No Autoplay Allowed	Yes With Mute Buttons	Yes	Yes With Close on Mouseoff	560x300	Left
Leaderboard	728x90	40K	3rd-Party Tags or JPEG, GIF, Flash**	Yes Three Times	Yes No Autoplay Allowed	Yes With Mute Buttons	Yes	Yes With Close on Mouseoff	728x400	Down
Half Page Ad	300x600	40K	3rd-Party Tags or JPEG, GIF, Flash**	Yes Three Times	Yes No Autoplay Allowed	Yes With Mute Buttons	Yes	Yes With Close on Mouseoff	460x600	Left

**Flash Requirements (Including Third-Party Served Flash):

- All flash files must be clickTag enabled.
- Please do not **hardcode any target URLs**, and instead assign any clickable portion this action:
`getURL(clickTag, "_blank");`
- 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.
- 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:
`getURL(clickTag,1 "_blank");`
`getURL(clickTag2, "_blank");`
`getURL(clickTag3, "_blank");`
- Creative should be submitted as Flash 6 or 7 for maximum user compatibility. Whenever possible, please do not use Flash 9
- 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

Left Nav Widget on Glam.com	125x185	40K	3rd-Party Tags or JPEG, GIF, Flash**	Yes Three Times	No	No	Yes	No	n/a	n/a
GlamFlash Email Newsletter	160x600 & 300x250	40K	JPEG or GIF only No 3rd Party Images	None	No	No	No	No	n/a	n/a
GlamToday Email Newsletter	160x600 & 300x250	40K	JPEG or GIF only No 3rd Party Images	None	No	No	No	No	n/a	n/a
Floating Ads and Overlays	500x500 (Maximum)	100K	3rd-Party Tags or JPEG, GIF, Flash**	None	Yes	Yes	Yes	No	n/a	n/a

1) All Overlays are run out of an existing Ad Size (728x90 is advised, although 160x600 and 300x250 are allowed as well).
2) Must have clearly visible Close Button.
3) Maximum display of 20 seconds.
4) Overlays are subject to a network-wide Product Frequency Cap of one per fifteen minutes.

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Rich Media Guidelines

Flash Version	Glam Media can accept any version of Flash up to 8, however, advertisers are strongly advised to use Flash 6 or 7 to maximize user compatibility and avoid unnecessarily high incidence of default ads
Vendors (Preferred)	Glam Media uses the DART for Publishers ad serving solution. We can accept any industry-standard Rich Media vendor.
General Guidelines	All 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
Expandable	<ul style="list-style-type: none"> • Expandable portion of ad should be user-initiated and activate upon mouse-over or click, and must 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, autodetection 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 Ads	<ul style="list-style-type: none"> • Should be spawned from a 728x90 Leaderboard except when noted otherwise • Must have a close button • Maximum total display of 20 seconds • 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

Additional Guidelines

Audio	<ul style="list-style-type: none"> • Only user-initiated audio allowed (mouse-over or 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
Video	<ul style="list-style-type: none"> • Only user-initiated video (audio/video is allowed as user-initiated or mouse-over only) • Play/pause button, mute button, and volume controls required • Fast Forward disabled during ad play • Progressive download streaming is allowed when activated by user • There is a 30 second maximum on pre-roll/mid-roll video stream length. For campaigns that exceed 30 seconds, please contact your salesperson
Surveys	<ul style="list-style-type: none"> • No pop-ups, pop-unders, or DHTML flyovers/floating ads permitted • Standard in-unit creative or Tile only • Must have Glam Media approval before inclusion in buy