DIGITAL
TECHNICAL SPECS

ForResidentialPros.com and Cygnus Business Media reserve the right to ask for revisions or reject any advertising it deems, in its sole opinion, not in keeping with its standards. Opinions expressed within the message boards are those of the author and do not reflect the views of ForResidentialPros.com or Cygnus Business Media.

BANNER SPECIFICATIONS

Available Ad Sizes

	Max Initial Download File size
970 x 250 Billboard, also provide:	60k
+ 970 x 90 (for fixed footer position)	60k
+ 728 x 90 (for vertical tablet orientation)	40k
+ 300 x 50 (for mobile devices)	20k
970 x 90 Super Leaderboard, also provide:	60k
+ 728 x 90 (for vertical tablet orientation)	40k
+ 300 x 50 (for mobile devices)	20k
300 x 600 Half Page	40k
300 x 250 Medium Rectangle	40k

Cygnus Business Media follows the IAB guidelines.

General Materials Guidelines

- Animated GIFs should have at least two seconds between frames, maximum of six frames.
- All banners must be sized at 72dpi resolution.
- Cygnus Business Media reserves the right to reject advertising based on content, user impact, distraction factors and other situations as determined by the staff.
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Banners may not “Flash” messages that overly distract the user.
- ALT (Mouseover) text should be no greater than 10 words.
- All banners and advertising, when clicked, will launch the linked site in a new browser window.

- Banners must be designed so that interaction with the user only takes place if the user places the mouse within the advertisement area.
- Advertisers may make banner or other creative changes or additions every two weeks, following the time guidelines below, although we prefer advertisers to send us multiple banners at one time and have them scheduled any way you would like throughout your campaign.
- Flash advertising is not available in email newsletters or blasts at this time.

What We Accept

We will accept ads in **GIF, JPEG, animated GIF and Flash** formats. Other formats must be tested and approved on a case-by-case basis. Formats that require the user to download plug-ins other than Flash will most likely be rejected. ***Rich media*** *requirements are covered in detail further down in this document*

Deadlines for Client Submitted Materials

Please allow **3 business** days to process/load simple image and GIF animated ads and **5-7 business days** to process all other types of creative. Specialized rich media ads and e-mail creative may require longer lead times (See Rich Media below).

All rich media ads are tested on a matrix of browsers and platforms before posting. This process requires a MINIMUM of five business days to test rich media for performance, stability and compatibility.

Need Banner Creative Done For You?

Before we can create your banner, you will need to work with your marketing team and ours to determine the best strategy and a clear, concise design plan for your banner(s).

This includes:

- Providing a URL or direct graphic image(s) to be included in your banner(s) including company logo, products and other related images.
- A clear concept to include marketing slogans and the mission of your campaign to more rapidly assist us in preparing your banners.
- Materials may be submitted in Zip format to minimize file size. Clients should avoid sending files zipped using stuff-it expander (common on Mac platform). While some clients may use MAC platform to create their graphics, we prefer those graphics being converted to EPS files. We may be able to open quark files (commonly used for print ads), but some graphic elements critical to the design maybe lost in conversion from MAC to PC. Converting to EPS file will solve this problem.

For campaigns where Cygnus is your 'Creative' source, please allow up to 8 business days before your campaign begins for banner creation, approval and placement. Any adjustments to creative will require additional time to adjust the design/product.

Please add two additional business days for additional banners to be created for your campaign. Campaigns where creatives follow multiple concepts and designs, or more than 10 banners, will be handled on a case by case basis.

RICH MEDIA SUPPORT

What We Accept

We will accept ads in most formats, including HTML and Flash. Other Rich Media formats must be discussed and tested on a case-by-case basis.

When submitting a rich media banner, a conventional GIF or JPEG banner must also be submitted, within the size and file requirements as a normal comparable size banner. This alternative will be served to visitors who cannot view rich media.

Tracking Standard Flash Banners

The top layer within the Flash banner will be the layer that communicates with the sniffer code associated with each banner. The layer will only contain a transparent button in which a "Get URL" action is assigned to it (for Flash pop-up windows, see special instructions). Instead of inserting the actual destination URL, it must be assigned the expression 'clicktag'. The 'clicktag' expression is referred to within the sniffer code, where the Cygnus tracking script and resolving URL are encoded. The action script which must be used with the ad's button layer is:

```
on (release) {
    if (clickTAG.substr(0,5) == "http:") {
    getURL(clickTAG);
    }
    }
```

Please note: The action script for the button layer in your Flash file should look exactly as it is above. Do not insert your URL where the "http:" is above. This revised action script simply checks to make sure that "http:" is contained within the URL we pass into it.

This is updated action script is based on security measures recommended by Macromedia. According to Macromedia, "The ActionScript...is verifying that the clickTAG URL begins with "http:". This is an important security measure. If you do not take this precaution, a malicious HTML page could source your SWF and pass a clickTAG URL that begins with "javascript:" or another scripting pseudo-protocol. If your ActionScript code were to call getURL with a maliciously crafted JavaScript URL, it would be possible for the site serving the malicious HTML page to obtain the contents of your HTTP cookies or perform other actions on your site's behalf."

For more detailed information on implementing clicktag ActionScript, visit **Macromedia's Flash Tracking Kit**.

Final Files Required

All advertisers wishing to use Flash creatives must supply the Cygnus Digital Ad Material Coordinator with all of the following before the three day testing period can begin:

- Flash SWF (version 6 or less)
- Default GIF
- Click-through URL
- Alternate Text

Tracking Flash Instructions

To assign a clickTAG for your advertisement:

- The Flash File (.fla extension) must first be modified.
- The clickTAG is the tracking code assigned by the ad serving network to an individual ad. The clickTAG allows the network to register where the ad was displayed when it was clicked on. This click through data is reported to the ad serving servers so advertisers may determine the effectiveness of their campaign.
- The code below will allow ad serving networks to dynamically assign a clickTAG to their ad.

Flash Accepted

In this example, a getURL action is being assigned to a button that will navigate the browser to [clickTAG]. The getURL(clickTAG) statement appends the variable data passed in via the OBJECT EMBED tag and navigates the browser to that location. It is the tracking code assigned by the ad serving network, which allows them to register a user's click on that advertisement.

The expression box must be checked for the clickTAG variable to work properly.

In order to have a new browser window open when clicking on the banner, choose "_blank" by the window option in the action window.

Acceptable advertising technologies

Cygnus currently accepts the following advertising technologies or delivery methods. Each requires a five-business-day turnaround for testing and approval: BlueStreak, Eyeblaster, Eyewonder, Flash, Doubleclick, HTML, Java/JavaScript, PointRoll, Viewpoint

Cygnus does not accept: Comet Curser, Enliven, Superstital or Unicast. For any additional advertising types not listed, please contact your sales representative. Flash advertising is not available in email newsletters or blasts at this time.

Cookies from third-party ad servers

All advertising served by a third-party agency (such as Doubleclick) using "cookie technology" must include a link to that agency's "privacy statement" page. Ad banners that send a cookie to our subscribers and do not

comply will be removed from the site immediately. We request that you limit the number of cookies to one per user.

Deadlines for third party-delivered ads

All versions of creative that will be served via a third party must be provided for testing and approval prior to appearing on the site. Please allow up to five business days for this testing in advance of your campaign start.

EMAIL BLASTS

Advertiser Supplied Creatives

Cygnus Business Media must have all HTML and Text version creative for the email blast at least seven business days prior to it running. This will allow for four days for upload and testing, two days for client approval and one day to upload the final approved version and schedule for delivery.

A subject line that meets our approval must be provided.

Due to the strict timeline of the email blast schedule, if you do not supply your creative within these deadlines we cannot guarantee its place in our delivery schedule. You may be charged a late fee of up to $500 or your campaign may be delayed or cancelled, depending on the circumstances and amount of time the materials are provided late.

Cygnus Business Media prefers to have all creative as soon as possible following the signing of an insertion order.

Requirements for email products

- Only text, JPG and GIF images are allowed.
- Flash, rich media, Image Maps and Java Script are not available for email products.
- Subject lines should be enticing, more than ONE word, and NOT in ALL CAPITAL LETTERS. The subject line should not exceed 12 words or 150 characters. We can run the subject line through a "spam-checker tool" that points out any verbiage that will be picked up by spam filters.
- Links to PDF, Word documents or other non-traditional "web page" links within an email MUST be clearly identified.
- There MUST be a call to action above the first 400 pixels (height) of the email.
- Text versions should be no more than 10K and may not include any image files.
- A blast that is entirely a linked image it NOT recommended because today's email platform blocks images. An HTML email should be a combination of text and images with a call to action within the text component.
- All email HTML must use a table-based layout, using CSS only to control typography and color.
- There is a 600 pixels maximum width and up to 100K maximum file size (includes all images and html files).
- Full-image paths in the code must be used (ex: http://www.domain.com/images/graphic1.jpg).
- We will provide two versions for testing: text and HTML.
- Please provide detailed linking instructions.

Cygnus Business Media Designed Creatives

Cygnus Business Media's team can design an effective and complete email blast for your company. This service is provided as an added value to your email blast insertion order.

In addition to the above description of the email blast document, the following applies to those designed by our team:

Pre-Creation Needs

Before we can create your email blast, you will need to work with your marketing team and ours to determine the best strategy and a clear, concise design plan for your email blast. This should include providing:

- URL(s) or direct graphic image(s) to be included in your email blast including company logo, products and other related images.
- Advertisers should also provide our design team with a clear concept to include marketing slogans and the mission of your campaign to more rapidly assist us in preparing your email blast.
- "Materials may be submitted in Zip format to minimize file size. Clients should avoid sending files zipped using stuff-it expander (common on Mac platform). While some clients may use MAC platform to create their graphics, we prefer those graphics being converted to .EPS files. We may be able to open quark files (commonly used for print ads), but some graphic elements critical to the design maybe lost in conversion from MAC to PC. Converting to .EPS file will solve this problem.

While reviewing our creative, you must give clear direction as to what graphics and text should be linked, and what URLs each should be directed to.

Deadlines

The first phase of the design of an email blast will take place between the client and sales representative to create a basic design concept.

Please allow up to two weeks before your campaign runs for any Cygnus Business Media-created email blast.

Cygnus Business Media's design team must have at least five business days to work on the concept and develop the design and HTML and Text versions. The team will then offer the advertiser up to two business days to review it. Following that, we allow up to two days of altering and adjusting the documents as needed before final testing and entering into our system the last day before the campaign is scheduled to start.

Ideally, we prefer to have all creative ideas and related graphic and text AS FAR IN ADVANCE as possible.

Due to the strict timeline of the email blast schedule, if you do not supply your creative within these deadlines we cannot guarantee its place in our delivery schedule. You may be charged a late fee of up to $500 or your campaign may be delayed or cancelled, depending on the circumstances and amount of time the materials are provided late.

E-NEWSLETTER SPONSORSHIPS

All creative is due three business days prior to the sending of the newsletter.

600x100, 300x250 Display Ad(s)

- Ads must be GIF or JPG (no RichMedia), and follow the general site guidelines of size and animation.
- Animated GIFs are discouraged as Microsoft Outlook 2007 does not support them
- Max file size: 40K
- No third party tags or 1x1 pixel trackers are allowed

Text Ad / Sponsored Product

- **Image:** Static .jpg, .gif, or .png file. 280x157 pixel image, OR, 16x9 ratio hi-resolution image, which will be resized automatically
- **Headline:** 5-7 Word Headline.
- **Body Text:** MAX of 300 characters (roughly 50 words). Character count includes spacing, paragraph breaks, etc. No URL's or bullet points within body text.
- **URL address:** Please provide URL and link text. Call to action URL will appear under the main body text. Does not count toward 300 character count.

E-PRODUCT SHOWCASE BLASTS

Advertiser Supplied Creative

These materials are to be submitted at least seven business days prior to it running.

Due to the strict timeline of the e-Product Showcase schedule, if you do not supply your creative within these deadlines we cannot guarantee its place in our delivery schedule. You may be charged a late fee of up to $500 or your campaign may be delayed or cancelled, depending on the circumstances and amount of time the materials are provided late.

Cygnus Business Media prefers to have all creative as soon as possible following the signing of an insertion order.

General Requirements

- Product name
- Product image up to 190 pixels wide by 150 pixels high JPG, PNG or GIF
- Maximum 80 words (or 500 characters with spaces) of copy, bulleted copy is not accepted
- Logo image up to 190 pixels wide by 60 pixels high JPG, PNG or GIF
- Company web address
- No rich media or animated GIFs accepted

VIDEO ADVERTISING

FLV Format

- Dimensions - 480x360 (4:3 Full Screen) or 480x270 (16:9 Wide Screen)
- Video length (in seconds) - no limit [15-30 seconds recommended]. Note: If the media duration in included in the file metadata, then that value will be used as the duration for the ad.
- File size max - [Publisher discretion]
- Frame rate - 30 fps.
- Video data rate - 600 kbps
- Audio data rate - 48 kbps
- Total data rate - 648 kbps
- Clickable - Supply a click-through URL.
- 3rd Party Serving - Third party redirect ad tags for SWF, JPG, GIFs, and FLVs are permitted to run inside a player, provided that the agency or third party supplies a single redirect URL (http:// or https:// path) to the asset file and has met all the required advertising specifications.
- Note: IFRAME, ILAYER, JavaScript, HTML, etc. tags are not supported because Flash does not support these ad tags and the is a Flash environment.
- 1x1 impression third party tracking pixel and click tag URLs are also supported. Place 1x1 tracking pixels in either trackStartURL, trackMidURL, trackEndURL, trackPointURLs, trackMuteURL, trackUnmuteURL, trackPauseURL, or trackResumeURL, depending on what you want to track.

SWF Format

- Dimensions - 480x360 (4:3 Full Screen) or 480x270 (16:9 Wide Screen).
- File size max - [Publisher discretion]
- Flash version - Flash 7/Flash 8
- Video length (in seconds) - no limit. [15-30 seconds]. Note: If the media duration in included in the file metadata, then that value will be used as the duration for the ad.
- The length of the main timeline dictates the duration of the ad. A 300 frame movie will last 10 seconds (300 frames at 30 fps).
- Frame rate - 30 fps.
- Key frame - every 30 - 60 frames (2 seconds)
- Max animation length - 15-30 seconds
- Requires a 480x360 (or 480x270) rectangle with a top left registration point at (0, 0) drawn on stage for the whole movie. This bounding box can have an opacity of 0%, but must be present so the Brightcove player can size the ad properly.
- Ad content should begin on or after frame 5. At this point, content can be inset from the stage borders or extend outside them without it affecting sizing.
- A stop(); action should be placed in the final frame on the main timeline.
- Must not reference level0 in ActionScript. References should not be made to _root unless _lockroot=true. It is recommended that relative paths be used instead.
- Any reference to any methods or properties of the Stage class must be removed.

- ActionScript should not change the player quality.
- Preloaders are built into the players, so they should not be present in the movie.
- To get the Play/Pause buttons to appear when using a SWF in the video ad slot, add the code below on the first frame of the movie. This code will allow the player controls to pause and play the SWF video ad.
- function playAnimation() { play(); }
  function pauseAnimation() { stop(); }
- 3rd Party Serving - Third party redirect ad tags for SWF, JPG, GIFs, and FLVs are permitted to run inside a player, provided that the agency or third party supplies a single redirect URL (http:// or https:// path) to the asset file and has met all the required advertising specifications. Note: IFRAME, ILAYER, JavaScript, HTML, etc. tags are not supported because Flash does not support these ad tags and Brightcove is a Flash environment. If you are synchronizing companion banner assets outside the Brightcove player with a video ad instead the Brightcove player, then third party IFRAME, JavaScript, HTML, etc. tags can be used for the companion banners being served on the HTML page. 1x1 impression third party tracking pixel and click tag URLs are also supported. Place 1x1 tracking pixels in either trackStartURL, trackFirstQuartileURL, trackMidURL, trackThirdQuartileURL, trackEndURL, trackPointURLs, trackMuteURL, trackUnmuteURL, trackFullscreenURL, trackExitFullscreenURL, trackPauseURL, or trackResumeURL, depending on what you want to track. For more information on each tracking point, see Ad Format XML Elements and Attributes.

- ***IMPORTANT:*** *Writing methods and properties to any Flash object's prototype property will cause it to be added to all instances of that object. As such, it is strongly recommended that you avoid modifying the prototypes of Flash's built-in objects like MovieClip, TextField or Button in the creatives. Doing so will modify all instances of these objects in the Brightcove player, bloating the player and possibly causing erratic behavior. The recommended method for developing in Flash using ActionScript 2.0 is that prototypes are not modified and that instead classes are created that extend the built-in objects.*

JPG, PNG, or Static GIF Format

- Dimensions - 480x360 (or 480x270)
- GIF must be static. Flash 8 will only display the first frame of most animated GIFs.
- JPG must be non-progressive
- Clickable - Supply a click-through URL

Questions on specs:

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