makezine.com

Make:

Ad Specs: ONLINE

Our sites accept static JPG (up to 50k file size) animated GIF (up to 50k file size) or Flash (any version past Flash 4: up to 50k) provided animations are no longer than 15 seconds (ie: no endless looping). Any rich media DHTML must be user-initiated (click to expand, click to play video, etc.)

> AD SIZES AVAILABLE

- 728 x 90
- 300 x 250
- 160 x 600 (newsletter only - must be static jpg or gif)
- Custom sizes available by request, contact your sales representative for details.

> AD TYPES ACCEPTED

- Static jpg/gif
- Animated gif
- Flash (version 4 and up)
- 3rd Party Rich Media

> FILE SIZE LIMITATIONS

- Jpg/Gif = 50k
- Flash = 50k
- Expandable Units = 50k initial load, 100k maximum

> SPECIFIC GUIDELINES

- Animation must end after 3 loops or 15 seconds, whichever is shorter (no endless looping) for ALL ad types
- All audio, video or interactivity MUST be user-initiated

> MATERIAL SUBMISSION

Insertion orders should be submitted to:

Mara Lincoln at

clientservices@makermedia.com

phone: (707) 602-5101

fax: (866) 345-0802

> FLASH GUIDELINES

- Flash banners should be generated using AS2 (ActionScript 2) for best functionality
- To track clicks in Flash, the following ActionScript MUST be used:

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

- Do NOT embed the URL within the code, instead use the above ActionScript and provide the URL to us.
- Only one click command can be tracked through the ad server. If more than one click command is desired, click tracking will have to be enabled on the client-side rather than through the ad server.

> EXPANDING AD UNIT GUIDELINES

- All expansion MUST be user-generated on click. No auto-open or mouseover opening allowed.
- Expansion rules:
• 728×90 — expands down.
Maximum size = 728×180
• 300×250 — expands down or to the right. Maximum size = 300×600 (down) or 600×250 (right).
- Control "Close X" must be visible in the upper right corner of all expanding ads. 16 point font is recommended. Mouse-off retraction is also recommended.
- Auto close after 3 seconds of no user interaction
- ALL expanding ads require notification and approval by Make Media prior to signing of the insertion order.

> DELIVERY OF CREATIVE

- All creative should be received no less than three (3) business days prior to the start of the campaign in order to ensure a timely launch.
- Flash creative should be received no less than five (5) business days prior to the start of the campaign to allow for testing of clicktag functionality.