

Our network of sites continually incorporate new ad sizes as they become standardized by the online publishing industry - most notably the *Interactive Advertising Bureau (IAB)* and *Mobile Marketing Association (MMA)*.

Standard Banners - All Sites

| AD TYPE | DIMENSIONS | MAX FILE SIZE | NOTES |
|------------------|------------|---------------------------|--|
| Medium Rectangle | 300 x 250 | 40kb JPG/GIF • 45kb Flash | |
| Leaderboard | 728 x 90 | 40kb JPG/GIF • 45kb Flash | |
| Skyscraper | 160x600 | 40kb JPG/GIF • 45kb Flash | Not available on all sites and sections. |

* Three loops max. Animation must stop after .15 sec.
 * SWF Flash files must be submitted with JPG/GIFF for backup purposes.

Specialty Ads/Rich Media

| AD TYPE | DIMENSIONS | MAX FILE SIZE | NOTES |
|--|--|--|---|
| Bottom Anchor Slider Static billboard with 2pt black border. | 984 x 150 | 50kb | Static Only. No Flash. Not available on Orange County Register (ocregister.com). Publisher approval required. |
| Static pencil with open/close and 2 pt black border. | 984 x 30 | 25kb | |
| Post-It Note | 300 x 250 | 45kb | Must include Close button at upper right corner. 9 seconds max. Close button must display the "Close" symbol and the word "Close". |
| Expandable Ads | 728 x 90 With 728 x 180 Panel 300 x 250 With 550 x 250 Panel | 45kb initial load 100kb panel | Expands on click or mouse-over only. |
| OCR Sliding Billboard | Pencil: 940 x 30 Expanded Billboard: >> 940 x 300 | Pencil with Billboard: 100kb only Pencil: 25kb | No looping. Frequency cap: auto expanded 1 per user per day. Must include dual function open/close button top right corner of pencil. 9 seconds max. |
| Regular Sliding Billboard | Pencil: 984 x 30 Expanded Billboard: >> 984 x 300 | | |
| Peelback Ads | Corner Graphic: >> 120x120 Expanded Portion: >> Up to 500x500 | 45kb | Expands on mouse over. Closes on mouse off. SWF file. |
| Interstitial/Prestitial | 550 x 480 | 45kb, 9 seconds max | Must have a clearly visible Close button. Close button must display the "Close" symbol and the word "Close" / 9 seconds to redirect, close or resolve. No third party tags allowed. |
| OCR Local Tile | 125x125 | 15kb | GIF/JPG, static only. |
| Section Sponsorship | 150x25 | 15kb | GIF/JPG, static only. |
| Wallpaper | | | Click here for detailed specs. |

Flash

| | DIMENSIONS | MAX FILE SIZE | NOTES |
|-----------------|----------------------|--|--|
| Flash Animation | Any standard ad size | Initial load not to exceed 45kb Back up JPG/GIF required | <p>Must include .SWF File with click-thru URLs. GIF/JPG provided as back-up, Flash Movies kept below 18 FPS, target="_blank" is required in "basic actions" to ensure click-thru opens in a new window, clickTag code must be embedded in .SWF file:</p> <pre> ActionScript 1.0 or 2.0 on (release) { getURL(clickTag, "_blank"); } ActionScript 3.0 clickBtn.addEventListener(MouseEvent.CLICK, click); function click(event: MouseEvent): void { var sURL: String; if ((sURL = root.loaderInfo.parameters.clickTag)) { navigateToURL(new URLRequest(sURL), "_blank"); } } clickBtn.buttonMode = true; clickBtn.useHandCursor = true; </pre> <p>**Note: clickTag is case sensitive</p> |

▶▶ Yahoo!

| AD TYPE | DIMENSIONS | MAX FILE SIZE | NOTES |
|-----------------------|------------|-----------------------|---------------------------------|
| Medium Rectangle | 300 x 250 | Flash 40kb / img 40kb | Animation 15 sec. |
| Leaderboard | 728 x 90 | Flash 40kb / img 40kb | Animation 15 sec. |
| Skyscraper | 160x600 | Flash 40kb / img 40kb | Animation 15 sec. |
| Monster (Yahoo! Only) | 425x600 | Flash 30kb / img 40kb | Animation 15 sec.. Yahoo! Only. |

* Three loops max. Animation must stop .15 sec.

▶▶ Mobile

| AD TYPE | DIMENSIONS | MAX FILE SIZE | NOTES |
|-----------|--|---------------------------|--|
| Banner Ad | 300 x 50 216 x 36 168 x 28 120 x 20 | 10kb 6kb 4kb 2kb | GIF/JPG/PNG, static only. No flash. Gif/JPG/PNG, static only. All ads in mobile environments should point to landing pages or websites that are mobile optimized. Be advised that on iPhones, flash components will not appear and only html5 video will appear. |

▶▶ iPad 1.0

| AD TYPE | DIMENSIONS | MAX FILE SIZE | NOTES |
|-------------|------------|---------------|--|
| Leaderboard | 728x90 | 45kb | No flash. Gif/JPG/PNG, static only. All iPad ads should point to landing pages or websites that are optimized for iPad environment. Be advised that flash components will not appear and only html5 video will appear. |

▶▶ iPad 2.0 OC Register

[Click here for specs](#)

| AD TYPE | DIMENSIONS | NOTES |
|---------------------|--|--|
| Homepage Billboards | 738x70 / 994x70 | Portrait and landscape orientations, see full specs. |
| Logo Sponsorship | 120x60 | see full specs. |
| Full Page Ads | Landscape: 1024x698 Portrait: 768x954 | Portrait and landscape orientations, see full specs. Static back up image for both sizes required - GIF/JPG |

▶▶ Videos

| | DIMENSIONS | MAX FILE SIZE | NOTES |
|---------------------|---|--|---|
| Pre-Roll Video | Sponsorship 480 x 360 In-page Flash Player | 1.5mb max | Original video should be provided in MOV, WMV or FLV. FLV format strongly preferred. WMV audio accepted format: Regular WMA Codec. 3rd party ad tags accepted. 15 seconds. |
| Companion Ads | 300 x 250 | 35kb | Flash Accepted. |
| In-Unit Video Ad | Standard ad unit size (e.g. 300 x 250) Refer to standard specs above | Standard ad file size for initial load (e.g. 45kb) | User Initiated Audio, Visible Controls. Original video should be MOV, WMV, FLV or SWF format (SWF preferred). WMV audio accepted format: Regular WMA Codec.:30 sec user initiated, 45kb initial load and 1mb susequent for streaming. |
| Broadcast Streaming | 234 x 60 | 25kb | JPG, GIF, static only. |

▶▶ Classified Ads

| AD TYPE | DIMENSIONS | MAX FILE SIZE | NOTES |
|----------------------------|-------------------|---------------|---|
| Featured Real Estate Tiles | 95 x 75 and text | 15kb | JPG, GIF, text: Max 4 lines of text, 16 characters per line, static only. |
| Featured Employer Tiles | 120 x 60 | 15kb | JPG, GIF, static only. |
| Upcoming Career Event | 120 x 60 and text | 15kb | JPG, GIF, text: Max 4 lines of text, 24 character per line, static only. |
| Job Module Sponsorship | 210 x 25 | 15kb | JPG, GIF, static only. |
| Widget Tile | 85 x 31 | 15kb | JPG, GIF, static only. |
| Widget Text | Text link | N/A | Max 3 lines of text, 21 character per line, static only. |

▶▶ Acceptable 3rd Party Formats

| | | | | |
|--|--|----------------------------------|------------------------------|-------------------|
| AdInterax Impact Engine Atlas Bluestreak | DoubleClick/ Motif Dynamic Logic, SafeCount Eyeblander | Eyewonder Interpolls Jivox | Mixpo Pointroll Rovion | TruEffect Zedo |
|--|--|----------------------------------|------------------------------|-------------------|

▶▶ Ad Requirements

| ACCEPTED FILE FORMATS | RESOLUTION |
|--|---|
| GIF87, GIF89a, JPEG, SWF (must also provide back-up GIF/ JPG image) | 72dpi |
| ANIMATION | CLICK URL |
| Animation may loop 3x, 25 fps, 15 seconds total, all loops included. | Click URL must be included when creative files are submitted or through a 3rd party ad tag. Length can NOT exceed 1,000 characters. Flash files must include clickTag. Click here for instructional PDF. |

GUIDELINES

All creative assets must be submitted for testing and approval at least 3 business days prior to the campaign start date, 5 days for specialty and rich media.
Browsers supported: IE v8, v7.8, v6; Firefox v.4; Safari v4.