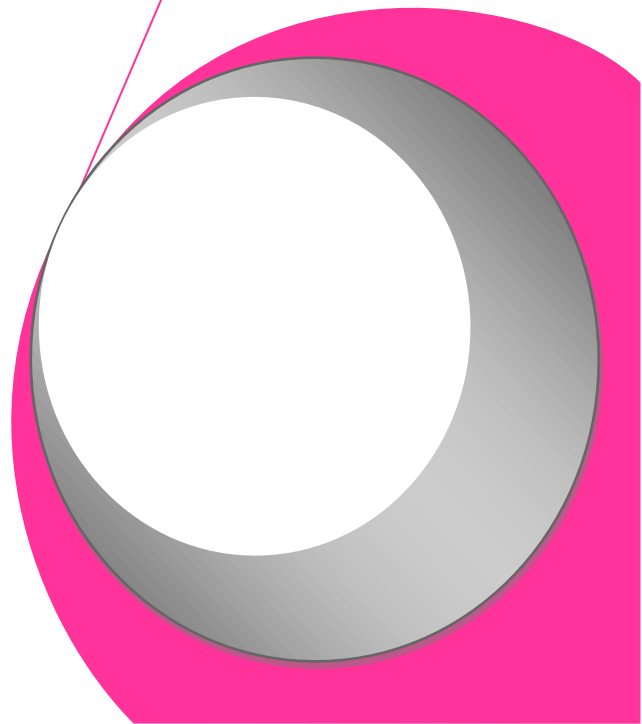




TD AUDIENCE CHANNELS

AD SPACES TECHNICAL SPECIFICATIONS

Last update: 01/08/2011



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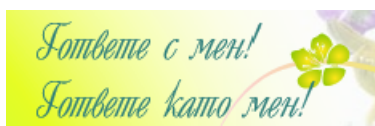
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TD AUDIENCE CHANNELS SITES

MODERN FAMILY CHANNEL



VBOX7.com/mama



РОЗАЛИ

кулинар
GBG.BG



VBOX7.com/kulinar

www.bgkulinar.net ; www.vbox7.com/mama ; www.vbox7.com/kulinar ; www.mamita-bg.com ; www.gotvetesmen.bg ; www.rozali.com ; www.kulinar.gbg.bg ; www.moetodete.bg

HEALTH & WELLNESS CHANNEL



Doctorbg.com



www.zdrave.bg ; www.lekar.bg ; www.medicine.bg ; www.doctorbg.com ; www.hapche.bg

TD AUDIENCE CHANNELS accepted Ad Units

728x90 Leaderboard



The screenshot shows the Rozali.com website interface. A red rectangular box highlights a 728 x 90 ad space. The website has a pink header with navigation links like 'Красота & Moda', 'Интимно', 'Здраве', etc. Below the header is a search bar and a navigation menu. The main content area shows a forum section with various topics and user avatars.

Width	Height	Click-thru URL Limit	Download File Size	Accepted file types
728	90	253 characters	40k	GIF, JPEG,PNG, SWF, 3rd party code*

* Rich media and/or expandable creatives must be launched from a third party code

300x250 Medium Rectangle



Width	Height	Click-thru URL Limit	Download File Size	Accepted file types
300	250	253 characters	40k	GIF, JPEG, PNG, SWF, 3rd party code*

* Rich media and/or expandable creatives must be launched from a third party code

TD AUDIENCE CHANNELS Guidelines

General Specifications

- **Audio** must be user click-initiated by it's own On/Off switch and never automatic. If mouse over is used, the sound can only start when the user hovers on the creative and stop when the mouse is no longer upon the creative. A sound icon must always be present in the creative.
- Click destination **URL** must open into a new browser.
- Use **animation** carefully: Keep animation smooth and fluid, using slow motions and gentle fades. Fast or abrupt motion is highly irritating. Avoid experiences that 'break -through' the page or abuse the content.
 - o **Best practice:** Animation limited to the first 15 seconds, looping unlimited within 15 seconds.
- **Best practice:** Creative must feature a 1 pixel border (gray [#666666] or black recommended, though any color that clearly distinguishes the ad from the content may be used).
- Expandable creatives must have a **visible close button**.
- Banner Expansion must be **user initiated**.

Flash requirements

- Currently only **ActionScript 2** is compatible with Thinkdigital Network sites.
- Flash files can only have **1** click through link
- The clicktag must be hard-coded into the Flash ad before the ad is compiled into an SWF file.
- Flash creatives **must** be **clicktag compatible**. The ad must have the following code included in its action for each clickable area of the ad:

```
on (release) {  
    getURL(clickTAG, "_blank");  
}
```

HTML requirements

- File format can either be HTML or TXT
- For ad code from another ad server, file must be third party click tracking enabled
- All DHTML creative submissions must have an accompanying default graphic that is shown to users who do not have IE 4.0 or higher

3rd Party

ThinkDigital currently accepts tags from the following third party sources:

- | | |
|--------------|------------------|
| • Eyeblander | • Motif |
| • Eyewonder | • Unicast |
| • Pointroll | • Bluestreak |
| • Brightroll | • MediaPlex |
| • DART | • Specific Media |
| • Zedo | • TribalFusion |
| • Ad Shuffle | • True Effect |
| • Ad Tech | • Open Ads |
| • Atlas | • Doubleclick |
| • Adman | |