

abfjournal

Banner Specifications, Design Requirements, Behavior & Recommendations

To ensure your banner ad views and tracks properly, please adhere to the following instructions and use the banner submission checklist on page 3.

BANNER SIZES

LEADERBOARD: 728 pixels x 90 pixels

BOX MEDIUM RECTANGLE: 300 pixels x 250 pixels

HALF PAGE SKYSCRAPER: 300 pixels x 600 pixels

BASIC BANNER DESIGN REQUIREMENTS/RESTRICTIONS

ACCEPTED FILE FORMATS: GIF, JPG & SWF (**SWF: Please see below for additional guidelines pertaining to coding Flash banners.**)

MAXIMUM FILE SIZE: 40K GIF/JPG; 50K Flash

RESOLUTION/COLOR: Image resolution must be optimized at standard screen resolution, 72 PPI (pixels per inch) and be designed with a single pixel (1x1) solid color border on all four (4) sides, JPG banners must be full bleed with no transparency or background fill outside the border, non-bleed must be submitted as GIF or SWF.

ALT TEXT: Please supply desired "Alt Text" to be added to your banner. Cannot exceed 100 characters.

ALTERNATIVE IMAGE (SWF ONLY): Banners submitted as SWF require an additional JPG or GIF image that will appear when Flash is not supported (i.e., iPad)

URL: Please supply the active URL where your banner should link to for all banners including SWFs.

MAXIMUM ANIMATION LENGTH: 30 Seconds (incl. multiple loops)

ANIMATION BEHAVIOR: Animations must end on a single frame after 30 seconds, preferably with company/contact information. Animated GIFs should have at least two seconds between frames, maximum six frames. All ads must open a new browser window upon click.

FLASH MEDIA GUIDELINES/INTEGRATION SPECIFICATIONS & SCRIPTING INSTRUCTIONS

All SWF files should be compiled in version 9.0 or earlier. Do not compile in version 10. Flash creative with audio/sound is not permitted.

When submitting Flash creative, all the following must be provided:

- Flash movie file .SWF and Flash .FLA file (Multi-Platform Compatible)
- All fonts used in the .FLA file must be converted to outlines
- Please specify the version of Flash used to compile the final movie and platform (i.e., Flash CS3 MAC)
- All final creative must be designed with a solid background color to avoid unwanted color conflicts with the displaying page
- Flash ActionScript/Code for tracking must be embedding in your banner file. Both ActionScript 2.0 and 3.0 are supported. To ensure proper click tracking, you must add universal **ClickTAG** script.

IMPORTANT NOTE: The variable name you choose for click tracking is very important and case sensitive. This is the number one mistake made with Flash movies. We require this version: **ClickTAG**.

More detailed information on the proper creation of your Flash banner can be found at BanManPro's website:
<http://www.banmanpro.com/support/flashclick.asp>

THIRD-PARTY AD SERVING

Banner ad serving for 3rd-party code is supported for certain vendors. Please note, 3rd-party code that uses the ILAYER cannot be served without removing the ILAYER portion.

JAVASCRIPT: Any code that sets or reads 3rd-party cookies, or has any reference to cookies, must be 3rd-party served. NOSCRIPT calls are not required. JavaScript creative must be able to support all JavaScript versions 1.2 and higher.

JAVA: Java Applets are not directly supported by *abfjournal*. If you wish to deliver Java-based media, please contact *abfjournal*. We recommend delivering banners via rich media solutions like Flash, then delivering your Java solution on the resulting page on your website (linked from the banner delivered through *abfjournal*).

BANNER AD EFFECTIVENESS (RECOMMENDATIONS)

You only have a few seconds to catch the attention of your audience with your banner. Everything about your banner ad creative should be designed to capture the viewers' attention easily and quickly without a "full read" required. Although not required, we recommend the following to increase the effectiveness of your banner ads:

- Use a small number of easy-to-read words. You can make the text easier to read by providing: a) large letters, b) few words (maximum of about 10 words)
- Keep any animation to quick attention-getting movements. Get to your message quickly and deliver your call to action.
- For legibility, create contrast between the text and background color.
- Utilize the following types of words/copy in your banner:
 - **CLICK HERE:** Or similar copy to let the user know that it's clickable.
 - **MAIN SERVICES:** Add a few words which describe your services or hit the mark on your target audience — that way users will be more inclined to click on the ad.
 - **ORGANIZATION'S NAME & LOGO:** One of the main goals of a banner ad is for branding your organization. You would want to "brand" your organization's name and main services into the end user's mind. This is a different function than clicking thru to your site. Consequently, you may wish to add your organization's name and logo into the banner even if not a dominant visual element.
 - **SHORT, PITHY ACTION-ORIENTED STATEMENTS:** If you write a full sentence in your ad banner, then users will be forced to read the entire sentence to understand the meaning. This takes longer than desired given the way people use the Web. Instead, create short statements that will hopefully capture their attention.
 - **ATTENTION GRABBER:** Pose a short attention getting question, but try to keep it objective. People respond to questions versus "answers," especially if they are interested in what the answer may be (be sure to include answer on landing page).



Text Sponsorship Ad Guidelines & Recommendations

To ensure your banner ad views and tracks properly, please adhere to the following instructions and use the banner submission checklist on page 3.

BASIC TEXT AD REQUIREMENTS

All promotional text sponsorship ads should adhere to the guidelines that follow. We have also included some recommendations and things to consider when creating your copy. Keep in mind that the abfjournal staff is available to assist your organization in finalizing the copy for your text ad in order to optimize your deliverable results and maximize the ROI for your campaign. All campaigns will be reviewed by *abfjournal* prior to launch.

Text sponsorship ad space is limited. Text formatting cannot contain excessive capitalization (multiple words), bolding or excessive exclamation points. Please supply text as follows:

- LINE 1: BOLD HEADLINE/CALL-TO-ACTION LINE** — Single line only, cannot exceed 50 characters including spaces and punctuation.
- LINES 2/3: BODY COPY/DESCRIPTION** — Two lines only, please limit text to 120 characters including spaces and punctuation. We will work with advertisers to edit text that is too long when submitted.
- LINE 4: URL (LIVE HOTLINK)** — Line 4 is designed to contain an active URL only, other text will not be considered, URL cannot exceed 50 characters including spaces and punctuation.

All text must adhere to *abfjournal* advertising guidelines for appropriateness and will be reviewed by *abfjournal* staff as such. Any claims made in ads must be supported by reliable data and no other organization should be mentioned negatively or compared in negative manner.

TEXT AD EFFECTIVENESS (RECOMMENDATIONS)

The goal for the Call-to-Action line is for your audience to quickly see objective, descriptive keywords/phrases that are relevant to the end-user's line of business. The copy should be written from the end-user's point of view. This line is not organizational branding (which can be placed in the description). The organization's name in the text advertisement should be consistent with the name that appears on the page viewed is redirected to upon clicking the ad.

Descriptions should include coverage of your products and services or describe what differentiates your offerings from your competitors. The description may also quickly expand on key points of focus in the industry as well as tie into branding, geographic coverage, etc., if applicable.

We recommend keeping the URL as short as possible (using a redirection link, if needed) to assist with the branding of your product or service. Consider using a sub-domain like "finance.domain.com" so end-users can make a visual note of the domain, thus having the URL reinforce your brand over time. When an end-user lands on the URL supplied, we recommend that your Call-to-Action be answered right on that page. It is best to avoid having the end-user click again to access or request information.

Text can contain comparative and/or factual statements ("voted best ...," "50 year of services," "closed 1,300 deals in last 5 years") if they are clearly substantiated (i.e., source, date, and methods) on your website. You may also include superlative expressions ("first-class customer service," "premiered funding source").

All New Web Media Lead Time/Schedule to Launch

Delivered Web-Ready GIFs/JPGs: **3 business days**

Delivered Web-Ready Flash & Rich Media: **5 business days**

Design Assisted Files: **7–10 business days**



Banner Submission Check List

To ensure your banner ad views and tracks properly, please adhere to the instructions on the previous pages and use this checklist to ensure that your banner submission is complete.

BANNER DIMENSIONS:

- LEADERBOARD:** 728 x 90
- BOX MEDIUM RECTANGLE:** 300 x 250
- HALF PAGE SKYSCRAPER:** 300 x 600

BANNER TYPE:

- STATIC GIF**
- ANIMATED GIF**
- JPG**
- SWF**
 - Compiled as Version 9 or earlier (**YES**)
 - ClickTAG is properly embedded and case sensitive as shown on left (**YES**)
 - FLA file included (**YES**)
 - All fonts converted to outlines (**YES**)
- THIRD-PARTY SERVED** (Supply all necessary third-party code)

FILE SIZE:

_____ **K** (Maximum: 40K GIF/JPG; 50K Flash)

URL:

- Supply the active URL where your banner should link (including SWFs)

URL: _____

ALT TEXT:

- Supply desired "Alt Text" to be added to your banner, cannot exceed 100 characters

Alt Text: _____

ALTERNATIVE IMAGE (SWF ONLY):

- Supply an additional JPG or GIF image that will appear when Flash is not supported (i.e., iPad)

SUBMIT FILES TO:

Please e-mail files to denise@abfjournal.com or upload them to our FTP dropbox at:

<http://dropbox.yousendit.com/XMG-AD-DROP>

ASSISTANCE/QUESTIONS:

If you have questions regarding banner creation, please contact our production department at 800.708.9373 x129 or cristina@abfjournal.com