

CNN.com and CNN Intl.com Online Ad Specifications & Guidelines

Please note: *Animation* - Three loops maximum, each loop 15 seconds maximum.
Video Pre/Postroll - All files must contain soundtrack, even if ad runs without sound

Ad Specifications	Dimensions & Format Details	Polite File Size			Total File Size	Rich Media
		Max File Size	Flash	Video		
Large Rectangle	336x280	30k	70k	500k/lo bw 1MB/hi bw	100k	Yes
Medium Rectangle	300x250	30k	70k		100k	Yes
Half Page Ad	336x850 or 300x600	75k	25k	500k/lo bw 1MB/hi bw	100k	Yes
Leaderboard	728x90	30k	70k	500k/lo bw 1MB/hi bw	100k	Yes
Skyscraper	160x600	30k	70k	500k/lo bw 1MB/hi bw	100k	Yes
Rectangle	180 x 150	20k	80k	n/a	100k	Yes
Button	120x90	15k	85k	n/a	100k	Yes
Half Banner	234x60	20k	80k	n/a	100k	Yes
*Entitlement (New 88x31 guidelines)	88x31	5k	n/a	n/a	5k	n/a
Pop-Under (Special circumstances)	720 x 300	40k	n/a	n/a	40k	Yes
All Floating Ads		40k	60k		100k	n/a
This represents the post-page load ("polite") file size. When/if users click off page, additional load must terminate immediately. Combined file size for initial and polite load is 100k maximum except for in-banner streaming video.						

*Please see your respective planner or traffic specialist for instructions. Special entitlement logo treatment will involve coordination with agency and CNN.com and/or CNN Intl.com due to new ad integration design guidelines.

File Formats: FLASH/GIF/JPG/HTML

Expandable Banners (User-initiated ONLY)

Expandable Ads are accepted on ALL pages EXCEPT for the following:

- CNN.com and CNN Intl.com HOME PAGE, this includes home page Roadblocks.
- Integrated video story pages
- CNN Video section
- Must use an Approved 3rd party vendor

Method of expansion and un-expansion must be the same. (i.e., mouse-over or click). (See more implementation guidelines below).

Maximum Expansion on HTML (creative pixel size includes banner and panel):

728x90 expands to 728x270 (expands down only); Polite file load – 70k
 336x280 expands to 500x500 (expands left and down only); Polite file load – 70k
 160x600 expands to 400x600 (expands left only); Polite file load – 70k
 234x60 expands to 234x300 (expands down only); Polite file load – 70k (Accepted only on the following section main pages -- Health, Living, Entertainment, Travel, and Tech)
 (No expansion available with the 180x150, 336x850, and 234x60 on U.S., World and Politics)



Floating Ad

Floating ads appear and move across a web page for a maximum of :15 seconds and then resolves into a standard banner. Floating ads not accepted in the CNN.com or CNN Intl.com home page or any story pages, however, they are permitted on section main pages.

Frequency capped at two (2) ads every twenty-four (24) hours per user. A mandatory "CLOSE X" button(s) must be prominent and obvious in the top right corner for floating banners.

In-banner Video Ads

In-banner video can be host-or-user initiated up to :30 seconds and must have standard controls (i.e. play/pause, audio/mute, and stop). Audio must be user-initiated, except for In-banner Video ads in Expandable banners when expansion is on click. However, if the expansion is rollover/mouse over, the audio must be user-initiated on click.

CNN.com and CNN Intl.com will **NOT** allow any in-banner video ads on the integrated video story pages as those pages will have a pre-roll synched with a 336x280 banner.

- File size: 30k
- Polite file size: 70k for flash; 500k/lo bandwidth and 1MB/hi bandwidth for video
- Must use an Approved 3rd party vendor

Long-form In-banner Video Ads

CNN.com and CNN Intl.com now accept long-form in-banner video ads up to 2:00 maximum on section main pages and special reports (excluding the Home Page) in the 336x280 banner only.

- If video is host-initiated, at :30 seconds the video ad should pause and offer the user an opportunity to play the remainder of the video ad.
- If video is user-initiated, no 'pause' function required and ad can play the full length.
- Maximum file size: 30k
- ALL long-form video ads must be tested by and approved by CNN.com or CNN Intl.com five (5) business days in advance of the campaign launch.
- Must use an Approved 3rd party vendor

Standard controls (i.e. play/pause, audio/mute, and stop). Audio must be user-initiated, except for In-banner Video ads in Expandable banners

Pop-unders and Pop-ups

Pop-unders are ONLY permitted on certain section fronts. No host-initiated audio or video in any pop-unders.

Pop-ups are not accepted on CNN.com or CNN Intl.com.

Approved Third Party Vendors and Third Party Servers:

Advertising.com	Eyewonder	Pointroll
AdCentric	Factor TG	Rovion
Atlas	Facilitate	Tango Zebra
Blackfoot	Interpolls	TruEffect
Casale	Klipmart	United Virtualities
DoubleClick	Mediaplex (i.e. Mojo)	(Shoshkele)
Dynamic Logic	MetrixLabs	Unicast (i.e. Viewpoint)
Eyeblaster	Poindexter aka X+1	

***No Third Party ad serving of value-added 88x31 entitlements on the home page; however, can accept third party 1x1 tracking pixel and click redirect.

Blackfoot Casale - agreement in place for CNN.com and CNN Intl.com
Eyeblaster Eyewonder Factor TG Interpolls MetrixLab Pointroll Rovion TrueEffect
Unicast/Viewpoint



Flash Ad Requirements

Versions

Up through Flash 8

Click Tracking

The author of the Flash source file (.fla) has to assign a clickTag variable using a getURL button action. They also have to make sure that they have selected _blank for a target so it opens in a new window.

The button action code should look like one of these examples:

```
on (release) {  
  getURL(clickTag,"_blank")  
}
```

```
on (release) {  
  getURL(_level0.clickTag,"_blank")  
}
```

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

A helpful link:

Tracking Macromedia Flash Movies

http://www.macromedia.com/resources/richmedia/tracking/designers_guide/

File Requirements

- Backup gifs must be submitted
- Animation cannot continue past 3 loops
- Frame rate must be no more than 18fps
- File size must not exceed 30K

Audio and Video

No host-initiated audio is permitted on CNN.com or CNN Intl.com. Audio must be user-initiated by clicking within the banner and contain clearly visible "mute" and "stop" functionality. Video can be host-or-user initiated. Any exceptions need prior approval.

Frequency Capping for the following:

Floating Ads: Two (2) ads every twenty-four (24) hours per user

Pop-unders: One (1) exposure per unique user every 24-hours

Ad Creative Animation Time for the following:

Audio, Out-of-Banner, and Floating Ads: Up to :15 seconds all pages.

In-Banner Streaming Video: Up to :30 seconds on all pages. Allowance of up to 2:00 maximum on section main pages and special reports (excluding the Home Page) in the 336x280 banner only with a video pause at :30 seconds to invite users to continue viewing the ad. Video must contain clearly visible "mute" and "stop" functionality.

Animation/Looping Guidelines for all media types:

3 loop maximum, but total animation time for each loop cannot exceed 15 seconds. Also, ads may not employ persistent rapid/"strobing" animation of any graphic, copy, or background element(s).



Functionality:

Where applicable, the "ON/OFF", "STOP/PLAY", and "CLOSE" button must be prominent and obvious.

"Close X" Button:

A mandatory "CLOSE X" button(s) must be prominent and obvious in the top right corner for floating, out-of-banner, and expandable banner initiated by a user's click. Close button font size must be 11 pixels, bold text, and 4 pixel padding around the text. Reminder ad may not cover core page navigation or other ads.

CNN Intl.com Approval Process

Prior approval from CNN Intl.com must be given for use of the following rich media types on section main, story, and show pages:

- In-banner Long-form Video Ads (creative runs from :30 seconds to 2:00 minutes maximum)

All Rich Media ads require 72-hour approval by site.

All creative executions, deal specifics, and demo/mockup of the proposed creative must be submitted to CNN Editorial and CNN Sales in advance of the deal closing.

In the case of extreme negative user feedback/interference CNN Editorial reserves the right to pull creative prior to campaign delivery. Advertiser would then have the right to make good impressions with other mutually acceptable inventory.

Approval and notification contacts:

- Jaime O'Connor, internationaldigitaladoperations@turner.com
- Taura Edgar, internationaldigitaladoperations@turner.com
- Heather Gilbert, internationaldigitaladoperations@turner.com

CNN VIDEO GUIDELINES

Accepted Streaming Video Ad Delivery Formats

Aspect Ratios: 16:9 & 4:3 (4:3 to get black curtains to fit 16:9)

Size: Full Screen

Tape-Based Media (4:3 only): Any standard-definition format Betacam:

SP, SX, Digital Betacam, MPEG IMX

File-Based Media (16:9 & 4:3): Delivered on CD-R or DVD-R:

Uncompressed QuickTime, MPEG-2 Program or Transport Stream file, DV file, MXF

All files must contain a soundtrack, even if the ad is to run without sound

Delivery Address for Streaming Assets:

REBECCA ALLEN
CNN.COM
ONE CNN CENTER, SE1001D
ATLANTA, GA 30303-2762
404-827-4297
rebecca.allen@turner.com



Delivery Address for Video Podcast Assets

DEREYCK MOORE
CNN.COM
ONE CNN CENTER, AT6531A
ATLANTA, GA 30303
404-827-5563
dereyck.moore@turner.com

Display Ad Formats
336x280 Banner (GIF and Rich Media)

Consistent with CNN.com and CNN Intl.com Rich Media Ad Guidelines:
In-Banner Rich Media (customized Flash & vendor products)
Branding Studies w/ Pop-Up Questionnaires (launch from 336x280)

Exceptions to CNN.com and CNN Intl.com Rich Media Ad Guidelines
No Audio, Pop-Up Ads, Pop-Unders, Expandable or Floating Ads

