

CNN.com can help you achieve your advertising objectives, offering a wide variety of rich media formats to help you strengthen brand awareness and ultimately yield a high ROI.

Whether it's standard IAB placements or innovative custom solutions, CNN.com is the place to help you create a compelling and rich ad experience for consumers.

FILE FORMATS: FLASH, GIF, JPG, HTML			FILE SIZE			EXPANDABLES				
Ad Product	Dimensions	Rich Media	Max Initial File Size	^^Max Polite File Size	Total File Size (initial + polite)	Video File Size	Animation & In-banner Video Duration	Full Expansion Size	Panel Expansion Direction	Maximum number of panels
Large Rectangle	336x280	yes	50k	100k	150k	500k for low bandwidth & 2.5MB for high bandwidth	:15 seconds flash animation; :30 seconds in-banner video	500x500	left and/or down	4
Medium Rectangle	300x250	yes	50k	100k	150k			500x500	left and/or down	4
Half-Page Ad	336x850 or 300x600	yes	50k	125k	175k			—	—	—
Leaderboard	728x90	yes	50k	100k	150k			728x270	up or down (depending on placement)	4
Skyscraper	160x600	yes	50k	100k	150k			300x600	left	4
*3:1 Rectangle	300x100	yes	50k	100k	150k	—	—	—	—	
Rectangle	180x150	yes	50k	100k	150k	—	—	—	—	
Button	120x90	yes	20k	80k	100k	—	—	—	—	
** Entitlement	88x31	no	5k	—	5k	—	—	—	—	
Overlay Video Banner	300x50 450x50	no	—	—	100k 100k	500k/lo bw 2.5MB/hi bw	—	—	—	
Pushdown	970x66	yes	60k	160k	220k	—	:15 seconds flash animation; :30	970x418	down	4
Video Pre-roll	—	—	—	—	—	—	—	—	—	
Video Post-roll	Aspect Ratios: 16:9 & 4:3	—	—	—	—	—	:15/:30 seconds	—	—	
Clickable Video Ad	—	—	—	—	—	—	—	—	—	
Video Companion	300x60 300x250/336x280	no yes	30k 50k	n/a 100k	30k 150k	— in-banner video not allowed	—	—	—	
Pop-Under (Special circumstances)	720x300	yes	40k	—	40k	—	—	—	—	
All Floating Ads	—	—	80k	160k	240k	—	—	—	—	

^^This represents the post-page load ("polite") file size. When/if users click off page, additional load must terminate immediately.

* New IAB Ad Unit

** Special entitlement Logo treatment will involve coordination with agency and CNN.com due to new ad integration design guidelines. This requires an .eps file of advertiser logo to be submitted. See your respective ad operations contact for more details.

Expandable Banners (User-Initiated ONLY)

All expandables must be user-initiated across the site. CNN.com strongly recommends and prefers 'click to initiate', however, will accept roll over/roll off pending site approval. Method of expansion and un-expansion must be the same. (i.e., click-to-initiate or click-to-close OR rollover-to-initiate or roll off-to-close)

Site pre-approval is required before accepting an expandable banner on the Home page. If approved for the Home page, user initiation must be click-to-initiate and click-to-close. Preferred execution includes 300x250 expansion DOWN to 300x500, LEFT to 500x250, or both as a 500x500 maximum.

Additionally, CNN.com must pre-approve expandables for section fronts. Preferred execution includes 336x280 expansion DOWN to 336x500, LEFT to 500x280, or (so long as user initiation is click-to-initiate, click-to-close) both as a 500x500 maximum. Click to expand is preferred however 'roll on/roll off' will be accepted pending site approval.

Expandable Ads are accepted on all pages and for all ad units except for the following:

No expandables accepted on these pages:

- NewsPulse
- CNN Video section; CNN.com Live Video Player
- Story pages with in-page video synched with a pre-roll commercial
- iReport.com main page

No expansion of these units:

- 336x850
- 300x600
- 300x100
- 180x150
- 120x90

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

728x90 at Top of page expands to 728x270 (expands down only); Polite file load - 100k *728x90 can not expand on homepage

728x90 at Bottom of page expands to 728x270 (expands up only); Polite file load - 100k *728x90 can not expand on homepage

336x280 expands left to 500x280; down to 336x500, or (so long as user initiation is click-to-initiate, click-to-close) both as a max 500x500 unit; Polite file load - 100k

300x250 expands left to 500x250, down to 300x500, or (so long as user initiation is click-to-initiate, click-to-close) both as a max 500x500 unit; Polite file load - 100k *see note below

160x600 expands to 300x600 (expands left only); Polite file load - 100k

*Note that homepage MPU is a 300x250, not a 336x280.

*All Expandable ads must be 3rd Party Served

Pushdown Banner

The Pushdown banner is a premium opportunity for advertisers to maximize the full content area within the banner upon initialization. CNN.com accepts the Online Publisher Association (OPA) pushdown on multiple pages across the site pending site approval. Contact your digital ad sales representative for more information.

Ad opportunities: 970x66 pushes down content, expanding to a maximum 970x418.

Available for Roadblocks only. (note: 728x90's unacceptable as substitute for Homepage Roadblocks.)

Maximum initial file size: 60k

Maximum polite file size: 160k

Total file size (initial + polite): 220k

Auto Initiation: Creative expands pushing the page content down - Allotted time duration: :01 second. Creative animates in it's expanded state - Allotted time duration: :05 seconds.

Creative retracts pulling the page content to its original state - Allotted time duration: :01 second.

If Animation continues after collapse, the maximum time permitted is :10 seconds. Therefore, the total animation within the pushdown banner is :15 seconds.

User Initiation: User clicks creative, ad expands pushing page content down - Allotted time duration: :01 second.

Creative animates in it's expanded state - Allotted time duration: :15 seconds (if video :30 seconds)

User clicks the close link, creative retracts pulling page content back to it's original state - Allotted time duration: :01 second

Frequency capping: One (1) host-initiated expansion per user 24-hours.

Subsequent displays are user-initiated push-down banner replay by clicking.

Audio: User-initiated

Video: Host or User-initiated

Border: 1 pixel black

Close buttons: Top Right Corner (Prominent and obvious, preferably 11 pixels font size bold text and 4 pixel padding around the text).

Close Button **MUST include the word "CLOSE" in visible bold letters and should include a large BOLD X.

All Pushdown ads must be 3rd Party Served

Gutter Ad Design Specs

Ads built to screen size/Resolution: 1280 pixels

Pixel dimension: 1920 x 1200 pixels

Max file size: 120k

Main information (logos, messaging, etc.) should be within 1200 region to ensure that users with lower resolutions can still view. DBI will review ad to ensure the message displays within the designated space.

Images may be delivered as jpg or gifs and should be static images.

Gutter ads are for roadblocks and not regular impression based buys.

Can NOT be Third-party served.

BEHAVIOR:

Scrollable Gutter Ads: Subject to Site approval

Clickable Gutters with their own impression/clickthrough or a single impression/clickthrough: Subject to Site approval

* Templates available upon request

Flash Ad Requirements

Flash Versions: Up through Flash 10

Frame Rate: Must be no more than 18fps

File Size: Cannot exceed 50K

Animation: 30 seconds maximum

Backup gifs must be submitted

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.

A helpful link:

[Tracking Macromedia Flash Movies](#)

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")  
  }  
}
```

Floating Ads

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 home page or any story pages, however, they are permitted on section main pages pending site approval.

Frequency capped at one (1) ad every eight (8) 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. If expansion is on rollover/mouse over, audio must be user-initiated on click.

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

- Maximum initial file size: 50k
- Polite file size: 100k for flash and 2.5MB/hi bandwidth for video
- All in-banner video ads must be 3rd party served.

Long-Form In-Banner Video Ads

CNN.com accepts 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 initial file size: 50k
- Polite file size: 100k for flash; 2.5MB/hi bandwidth for video
- All in-banner video ads must be 3rd party served.
- ALL long-form video ads must be tested by and approved by CNN.com five (5) business days in advance of the campaign launch.

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. If expansion is on rollover/mouse over, audio must be user-initiated on click.

Overlay Video Ads

Overlay banner appears at the top of the video player while main video content plays. A banner is served after :30 seconds into the video content and is present for :10 seconds before it automatically collapses itself. A close "X" button will be persistent.

Following the IAB specifications, when users engage with the overlay banner, video content is paused and will remain paused until a user chooses to resume. After engaging with the creative, users are taken to the advertiser's site. However, if users do not engage with the ad, the banner disappears after :10 seconds.

- Banner sizes: 300x50, 450x50
- Maximum ad display duration: :10 seconds
- Animation: If animation is present, it should only play once, no looping will be accepted.
- Audio/Video: Not accepted
- File format: JPEG, GIF, or Text

Click Event:

- User clicks on banner once it appears and the banner expands while video content is paused.
- User clicks on banner once it appears and is redirected to the advertiser's site.

Additional instructions include:

- Text and image – 100% opaque; background – 70% maximum

Transitional Ads (also referred to as Interstitial Ads)

Transitional ads are defined as full-page ads that appear between CNN.com pages during user navigation.

- All click-through URLs must open in a new browser window.
- The transitional ad needs to show on entry.
- Accepted section main pages only: Entertainment, Technology, Travel, Living, Health, Opinion and Justice
- Dimensions: Up to 770 pixels wide and 600 in height, and all fixed-width web pages should be center-aligned in the browser window and should have a design space of 766 pixels wide, plus 4 pixel margins on both the left and right sides (total page width equals 770 pixels).
- Horizontal scroll bars are not permitted.
- Maximum file size: 100k
- Maximum Animation: Up to 15 seconds and must close automatically after that. (Video can be host-or-user initiated. Audio must be user-initiated.)

Close Functionality: Ad must include a CNN header (which CNN.com can supply) with a 'SKIP THIS AD' link that will go to the link the user clicked on. Click here for an example of the CNN Header

Frequency: One (1) exposure per unique user every 24-hours.

Approved vendors: Unicast and Klipmart

Prior approval required for all transitional ads at least 15 business days in advance of the campaign launch .

Final approved creative must be submitted at least 5 business days in advance of the campaign launch.

NOTE: CNN.com serves ad tags thru IFRAMES, so please modify the code accordingly and include instructions for trafficking.

Additional Instructions

Audio and Video

No host-initiated audio is permitted on CNN.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: One (1) ad every eight (8) hours per user

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

Ad Creative Animation Time for the following:

Transitional, Audio, 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:

No loop maximum, but total animation time for all loops combined cannot exceed 30 seconds. Also, ads may not employ persistent rapid/"strobbing" 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.

Pop-unders and Pop-ups

Pop-unders are ONLY permitted on the CNN.com home page. No host-initiated audio or video in any pop-unders.

Pop-ups are not accepted on CNN.com.

Approved Third-Party Vendors and Third Party Servers:

24/7 Real Media	Linkstorm
AdDynamix	Luxe Home Swap
Adform	Madison Logic
AdFusion	MediaMind for Mobile and VAST
Adgear	MediaMind (Eyeblaster)
AdKeeper	Mediaplex
Admotion	MetrixLab
AdShuffle	Mixpo
Adtech	Net Ratings LLC
ATIInternet	Nielsen
Atlas	Oggifinogi
Blackfoot	Perform Media
Bluestreak	Phluent
Bridgetrack	Phluent for Mobile
Brightroll	Pictela Inc.
Broadband Enterprises	Powerstream
Casale	Poindexter
Centerport	Pointroll

Choicestream	<i>Pointroll for mobile</i>
Clearspring	Predicta
Comscore	Quigo
Cossette	Rovion Inc.
Crisp Wireless	Safecount Inc.
Crowd Science	Shorttail Media
DART/Doubleclick/Motif	Shoshkele/United Virtualities
<i>Dart/Doubleclick for Mobile</i>	Simplicity Marketing Ltd. (Flashtalking)
Dimestore Media Inc.	Social Media Networks, Inc.
Dynamic Logic	Specific Media
E-Planning	Spongecell LLC
Evidon	TangoZebra
Eyeblaster (MediaMind)	Tribal Fusion
Eyereturn	Trueeffect
EyeWonder	<i>Trueffect for Mobile</i>
Facilitate Digital	<i>TRUST3</i>
Factor TG	Truste
Falk	Ultramercial LLC
Fastalking for VAST	Unicast
Flashtalking/Simplicity (video)*	Vindico
Httpool D.O.O.	Visible World
IB	Vizu Corp.
Innovid Inc.	Wallstreet on Demand
Insight Express Inc.	X+1
Interpolls	Zedo
<i>iVdopia for mobile*</i>	Zoowee
Klipmart	

No third party served value-added 88x31's on the home page. If the 88x31 entitlement is paid for, we can third party serve with the understanding that CNN.com is not responsible for any excess serving fees due to "over-delivery" resulting from ownership of this home page unit.

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

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

Delivery Address for Streaming Assets:

Turner Ads QA
 CNN.com
 One CNN Center, SW0836B
 Atlanta, GA 30303-2762

Delivery Address for Video Podcast Assets:

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

Companion Display Ad Formats

336x280, 300x250, 300x60, 300x50, and 450x50 Banners (GIF and Rich Media)

*Companion ads can not be in-banner video ads. CNN.com will NOT allow any in-banner video ads on the multimedia story pages & video section as those pages will have a preroll synced w/ a 300x250/336x280 banner

Consistent with CNN.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 Rich Media Ad Guidelines

No Audio, Pop-Up Ads, Pop-Unders, Expandable or Floating Ads

CNN Mobile Guidelines

Acceptable mobile advertisement platforms are as follows:

.gif
 .png

Graphic/Display Format

Any graphic/display banner must be submitted as a .gif or .png, with any one of the following specifications:

XX-Large Banner	320x70	7-10k
X-Large Banner	300x50	6-9k
Large Banner	216x36	5-7k
Medium Banner	168x28	3-5k
Small Banner	120x20	2k

**Animated gifs are accepted, but the first image frame should contain the entire advertising message, instead of leaving important information for subsequent frames – because mobile phones that don't support image animation tend to render only the first image frame.

Approved 3rd Party Mobile Vendors

DoubleClick, Pointroll, Phluant, Trueeffect, Mediamind, and iVidopia. Atlas is certified only for tracking pixels.

Section Targeting

Advertisers can target specific sections on CNN's mobile WAP site, such as US, World, Entertainment, etc.

Other Services

Mobile Offsite Client URLs: If you choose to use a mobile offsite URL that will link from your ad creative, please provide the mobile site in WML and XHTML supported formats. If you choose to provide either platform, we will default to using our internal jump page for the remaining formats.

Clients must provide text and graphic for static landing pages to support WML and XHTML formats.

General Information

All mobile ads must be received by CNN.com at least 20 days prior to contracted launch date.

Contact

[For operation inquiries, please contact Jaime O'Connor or Scott Braslow: internationaldigitadoperations@turner.com](mailto:internationaldigitadoperations@turner.com)

CNN.com Approval Process

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

- Pushdown Ads
- Expandable Ads (Roll on/Roll off functionality)
- In-banner Long-form Video Ads (creative runs from :30 seconds to 2:00 minutes maximum)
- Transitional Ads
- Floating Ads

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.com and CNN Sales management in advance of the deal closing.

In the case of extreme negative user feedback/interference CNN.com management 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.

Custom Ad Submission Process

Concept presented by Sales Account Executive and/or Planner to Sales Manager for review and pricing discussion.

Manager will submit to Digital Business Integration group (DBI) for initial review and approval.

This should include a mockup of the concept or link to a live example by the agency for concept review.

If concept requires CNN.com site senior management approval, DBI will facilitate.

If concept is approved, test tags are provided by Sales (AE and/or planner) to Digital Media Technology team Q/A team for testing a minimum of two (2) weeks prior to the start date.

NOTE: Some concepts may require more than two (2) weeks lead time if the concept requires major changes to CNN.com section templates.

Approval and notification contacts:

Jaime O'Connor or Scott Braslow

internationaldigitadoperations@turner.com

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