

## FLEXIBLE AD FORMATS DESIGNED TO MAXIMIZE RESULTS

### DISPLAY CREATIVE:

- Leaderboard (728 x 90)

**Helpful hint:** Make sure you remember to include “ALT” text (up to 65 characters), which is displayed if images are blocked and helps meet American Disabilities Act (ADA) guidelines.

### TEXT CREATIVE:

- 50-75 words (approximately 350 characters) including a 50-character bold headline
- 120 x 90 logo (GIF or JPEG), optional
- Ads appear in Arial type

**Why text creative?** An increasing number of email programs (also known as “clients”) turn images off by default or don’t support images at all.

- All e-newsletter display advertising units must be GIF or JPEG files
- Maximum file size: 45k
- Resolution: 72 dpi
- Looping Restrictions: Maximum of 4 frames and 3 loops
- No Flash/Rich Media
- Third-party ad server re-directs and 1x1 gifs allowed
- Materials due two (2) full days prior to e-newsletter insertion
- All ad placements include a small “advertisement” label

**DID YOU KNOW?** If you roadblock an e-newsletter, you can place text creative in one spot and a display ad (GIF or JPEG) in the other.

*For more information, please contact your advertising sales representative or contact Ambrose Crenshaw, Director of eMedia Strategy and Development, at (215) 238-5283.*



## *Flexible Ad Formats Designed to Maximize Results*

### Accepted Creative

#### GIF or JPEG

- Maximum file size: 50k
- Resolution: 72 dpi
- Frames and Looping Restrictions:  
Maximum 4 frames with 3 loops
- Recommended animation length: 30 seconds

#### Flash (.SWF/Flash 7&8) and other Rich Media (Accela EyeBlaster, PointRoll, etc.)

- Flash must include proper clickTAG that opens target URL in new browser window
- Animation Length: 15 seconds or 30 seconds
- Maximum file size: 100k
- Audio: User-initiated with pause/stop/play controls
- Audio: Sound On/Off controls must be present
- Video: .FLV (maximum file size 1.2 MB)
- Video may auto-play or display via a user-initiated sub-load
- Maximum Frame Rate  
Flash: 20 fps  
Video: 30 fps

All major third-party ad serving accepted

Whenever possible, the Target Marketing Group follows guidelines set by the Interactive Advertising Bureau (IAB). For more information, visit <http://www.iab.net>.

Please submit all DoubleClick Site Directory RFPs to: [ryoegel@napco.com](mailto:ryoegel@napco.com)

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