

JOURNAL INTERACTIVE AD SPEC SHEET

Actionscript Codes

In place of a URL, **ALL** flash ads will use Actionscript code on the buttons of ads. Use the code as displayed below. DO NOT change, add to, or alter it in any way. The url you furnish your rep will be dynamically generated using this code. Changing it in any way will make the button inoperable. Additional Actionscript code is used for the Expanding Topbox, Pencil, Billboard and Expanding Widesky ads and is shown under those ad requirements.

On MAIN Button:

```
on (release) {  
    if (clickTAG.substr(0,5) == "http:" || clickTAG.substr(0,6) == "https:") {  
        getURL(clickTAG, "_blank");  
    }  
}
```

Note: **DO NOT add to, or alter it in any way.** Keep all spelling and capitalization in tact. This code dynamically calls the URL page that you specified for this advertising campaign. Use exactly as displayed above.

Multiple click through areas on an ad are allowed (Flash only, maximum of 4).

Each needs to be identified on the click buttons using the code above, and changing **all three instances** above of "clickTAG" to show a numeral for each.

i.e

button One= clickTAG

button Two = clickTAG2

button Three = clickTAG3

button Four = clickTAG4

A unique url for each must be supplied to your rep in the requirements for the ad.

Leaderboard(LB), Widesky(WS), BigBox(BB), & SkyBox(SB)

LB ad

The "Leaderboard" ad set consists of 1 visual asset.

Description:

This is a Flash, Jpg, or Gif (static or animated) ad. It will appear at the top of the web page. Animated ads (including Flash) are allowed. See Runtime for details.

Dimensions: 728px wide x 90px high

File Size Limit: Flash**=40k, jpg & gif (static or animated)= 40k

Runtime: 24fr, 15s duration, stop. No repeat.

Media Type: Flash v7 or Flash v8 using Actionscript v2, static jpg or gif, or animated gif.

RichMedia: Allowed at premium. Contact your sales rep for details.

NOTE: Should your ad be running in our partner, Yahoo! network, please follow the [LB specifications here](#)

** Flash ads must also have alternate JPEG or Gif version

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WS ad

The "Widesky" ad set consists of 1 visual asset.

Description:

This is a Flash, Jpg, or Gif (static or animated) ad that is positioned in the website right rail area. Animated ads (including Flash) are allowed three - 10s loops to the animation then must stop.

Dimensions: 160px wide x 600px high

File Size Limit: Flash**=40k, jpg & gif (static or animated)= 40k

Runtime: 24fr, 15s duration, stop. No repeat.

Media Type: Flash v7 or Flash v8 using Actionscript v2, static jpg or gif, or animated gif.

RichMedia: Allowed at premium. Contact your sales rep for details.

NOTE: Should your ad be running in our partner, Yahoo! network, please follow the [WS specifications here](#)

** Flash ads must also have alternate JPEG or Gif version

BB ad

The "BigBox" ad set consists of 1 visual asset.

Description: This is the Flash, Jpg, or Gif (static or animated) ad that is positioned in the website right rail area. Animated ads (including Flash) are allowed. See Runtime for details.

Dimensions: 300px wide x 250px high

File Size Limit: Flash**=40k, jpg & gif (static or animated)= 40k

Runtime: 24fr, 15s duration, stop. No repeat.

Media Type: Flash v7 or Flash v8 using Actionscript v2, static jpg or gif, or animated gif.

RichMedia: Allowed at premium. Contact your sales rep for details.

NOTE: Should your ad be running in our partner, Yahoo! network, please follow the [BB specifications here](#)

** Flash ads must also have alternate JPEG or Gif version

SB ad

The "SkyBox" ad set consists of 1 visual asset.

Description:

This is the Flash, Jpg, or Gif (static or animated) ad. It will appear at the top right of the web. Animated ads (including Flash) are allowed. See Runtime for details.

Dimensions: 300px wide x 100px high

File Size Limit: Flash**=40k, jpg & gif (static or animated)= 40k

Runtime: 24fr, 15s duration, stop. No repeat.

Media Type: Flash v7 or Flash v8 using Actionscript v2, static jpg or gif, or animated gif.

RichMedia: Allowed at premium. Contact your sales rep for details.

** Flash ads must also have alternate JPEG or Gif version

EXPANDING TOP BOX

The "Expanding Top Box" ad set consists of 2 visual assets.

The descriptions for the ads and the parameters for creating them are described below.

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TOP BOX - BIG

Description:

This is the large Flash, Jpg, or Gif (static or animated) ad that overlays the contents of JSOnline.com's home page header area. It will appear at the top right of the web page and extend left. The Top Box will automatically have a Close button in the form of a boxed X, inserted in the top right corner of the ad – allowances in design should be made for this. Animated ads (including Flash) are allowed. See Runtime for details.

Dimensions: 728px wide x 100px high

File Size Limit: Flash=40k, jpg & gif (static or animated)= 40k

Runtime: 24fr, 15s duration, stop. No repeat.

Media Type: Flash v7 or Flash v8 using Actionscript v2, static jpg or gif, or animated gif.

RichMedia: Allowed at premium. Contact your sales rep for details.

The real runtime* (in seconds) must be furnished when ad files are submitted.

*real runtime = how many seconds elapses from the ad beginning animation to it's "resting" period, when all animation stops and the message of the ad is displayed.

Actionscript Codes in addition to the click tag button code use the code below on the last frame

On LAST Frame: (Frame 240 at 24 frames per second)

```
stop();
```

TOP BOX – SMALL

Description:

After 10 seconds, the BIG top box will transition out. It will then be replaced by this smaller image. In order for the transition to look seamless, it is advisable to make sure that the FIRST frame of the small box's animation be similar to the LAST frame of the big top box. If a web user does NOT have Flash installed in their system, this is the image that they will be seeing. Animated ads (including Flash) are allowed. See Runtime for details.

Dimensions: 300px wide x 100px high

File Size Limit: Flash=40k, jpg & gif=15k

Runtime: 24fr, 15s duration, stop. No repeat.

Media Type: Must be same file format as the expanding file

(BIG = flash/SMALL=flash, BIG =jpg/ SMALL=jpg, BIG =gif/ SMALL=gif)

PENCIL AD

The "Pencil" ad set consists of 2 visual assets.

The descriptions for the ads and the parameters for creating them are described below.

PENCIL - BIG

Description:

This is the large Flash, Jpg, or Gif (static or animated) ad that overlays the contents of JSOnline.com's home page. It will appear at the top of the web page below the main navigation bar and extend down. The pencil will automatically have a Close button in the form of a boxed X, inserted in the top right corner of the ad – allowances in design should be made for this. Animated ads (including Flash) are allowed. See Runtime for details.

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Dimensions: 1000px x 300px (to 600px maximum) high
File Size Limit: Flash=120k, jpg & gif (static or animated)= 60k
Runtime: 24fr, 15s duration, stop. No repeat.
Media Type: Flash v7 or Flash v8 using Actionscript v2, static jpg or gif, or animated gif.
The real runtime* (in seconds) must be furnished when ad files are submitted.

*real runtime = how many seconds elapses from the ad beginning animation to it's "resting" period, when all animation stops and the message of the ad is displayed.

Actionscript Codes in addition to the click tag button code use the code below on the last frame

<p>On LAST Frame: (Frame 300 at 30 frames per second)</p> <pre>stop();</pre>	
---	--

PENCIL – SMALL

Description:
After 10 seconds, the BIG Pencil will transition out. It will then be replaced by this smaller image. In order for the transition to look seamless, it is advisable to make sure that the FIRST frame of the small box's animation be similar to the LAST frame of the big top box. If a web user does NOT have Flash installed in their system, this is the image that they will be seeing. Animated ads (including Flash) are allowed. See Runtime for details.

Dimensions: 1000px wide x 30px high
File Size Limit: Flash=40k, jpg & gif (static or animated)= 20k
Media Type: Must be same file format as the expanding file
(BIG = flash/SMALL=flash, BIG =jpg/ SMALL=jpg, BIG =gif/ SMALL=gif)

SLIDING LB BILLBOARD AD

The "Sliding Billbaord" ad set consists of 2 visual assets.
The descriptions for the ads and the parameters for creating them are described below.

LB Billboard - BIG

Description:
This is the large Flash, Jpg, or Gif (static or animated) ad that overlays the contents of JSOnline.com's home page. It will appear at the top of the web page above the main navigation bar and extend down. Animated ads (including Flash) are allowed. See Runtime for details.

Dimensions: 728px wide x 400px high
File Size Limit: Flash=120k, jpg & gif (static or animated)= 60k
Runtime: 24fr, 15s duration, stop. No repeat.
Media Type: Flash v7 or Flash v8 using Actionscript v2, static jpg or gif, or animated gif.
The real runtime* (in seconds) must be furnished when ad files are submitted.

*real runtime = how many seconds elapses from the ad beginning animation to it's "resting" period, when all animation stops and the message of the ad is displayed.

Actionscript Codes in addition to the click tag button code use the code below on the last frame

On LAST Frame: (Frame 300 at 30 frames per second)

```
stop();
```

LB Billboard – SMALL

Description:

After 10 seconds, the BIG Billboard will transition out. It will then be replaced by this smaller image. In order for the transition to look seamless, it is advisable to make sure that the FIRST frame of the small box's animation be similar to the LAST frame of the big top box. If a web user does NOT have Flash installed in their system, this is the image that they will be seeing. Animated ads (including Flash) are allowed. See Runtime for details.

Dimensions: 728px wide x 90px high

File Size Limit: Flash=40k, jpg & gif (static or animated)= 40k

Media Type: Must be same file format as the expanding file

(BIG = flash/SMALL=flash, BIG =jpg/ SMALL=jpg, BIG =gif/ SMALL=gif)

SLIDING WS BILLBOARD AD

The "Sliding Billbaord" ad set consists of 2 visual assets.

The descriptions for the ads and the parameters for creating them are described below.

WS Billboard - BIG

Description:

This is the large Flash, Jpg, or Gif (static or animated) ad that overlays the contents of JSOnline.com's home page. It will appear at the top of the web page above the main navigation bar and extend down. Animated ads (including Flash) are allowed. See Runtime for details.

Dimensions: 400px wide x 600px high

File Size Limit: Flash=120k, jpg & gif (static or animated)= 60k

Runtime: 24fr, 15s duration, stop. No repeat.

Media Type: Flash v7 or Flash v8 using Actionscript v2, static jpg or gif, or animated gif.

The real runtime* (in seconds) must be furnished when ad files are submitted.

*real runtime = how many seconds elapses from the ad beginning animation to it's "resting" period, when all animation stops and the message of the ad is displayed.

Actionscript Codes in addition to the click tag button code use the code below on the last frame

On LAST Frame: (Frame 300 at 30 frames per second)

```
stop();
```

WS Billboard – SMALL

Version: 12/8/09

Description:

After 10 seconds, the BIG Billboard will transition out. It will then be replaced by this smaller image. In order for the transition to look seamless, it is advisable to make sure that the FIRST frame of the small box's animation be similar to the LAST frame of the big top box. If a web user does NOT have Flash installed in their system, this is the image that they will be seeing. Animated ads (including Flash) are allowed. See Runtime for details.

Dimensions: 160px wide x 600px high

File Size Limit: Flash=40k, jpg & gif (static or animated)= 40k

Media Type: Must be same file format as the expanding file

(BIG = flash/SMALL=flash, BIG =jpg/ SMALL=jpg, BIG =gif/ SMALL=gif)

PEEL BACK AD

The "Peel Back" ad set consists of 2 visual assets.

The descriptions for the ads and the parameters for creating them are described below.

Peel Back - BIG

Description:

This is the large Flash, Jpg, or Gif (static or animated) ad that overlays the contents of JSOnline.com. It will appear to peel down from the top left on the homepage only and either the left or right corner on any other page. Animated ads are allowed. See Runtime for details.

Dimensions: 500px wide x 500px high - The visual area is only in the upper diagonal, either right or left depending on page placement. The lower diagonal is void and should be empty of any graphics.

File Size Limit: Flash=80k, jpg & gif (static or animated)= 30k

Runtime: 24fr, 15s duration, stop. No repeat.

Media Type: Flash v7 or Flash v8 using Actionscript v2, static jpg or gif, or animated gif.

The real runtime* (in seconds) must be furnished when ad files are submitted.

*real runtime = how many seconds elapses from the ad beginning animation to it's "resting" period, when all animation stops and the message of the ad is displayed.

Peel Back – SMALL

Description:

After 10 seconds, the BIG Peel back will transition out. It will then be replaced by this smaller image.

Dimensions: 500px wide x 500px high – Only uses a 100px wide x 100px high visual area. The visual area is only in the upper diagonal, either right or left depending on page placement. The lower diagonal is void and should be empty of any graphics.

File Size Limit: Flash=30k, jpg & gif (static or animated)= 20k

Media Type: Must be same file format as the expanding file

(BIG = flash/SMALL=flash, BIG =jpg/ SMALL=jpg, BIG =gif/ SMALL=gif)

PROMO TILE AD

The "Promo Tile" ads consist of 1 visual asset.

The descriptions for the ads and the parameters for creating them are described below.

Promo Tile ad

Description:

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This is a static only Jpg, or Gif ad that is used on JSOnline.com.

Dimensions: 88px wide x 31px high

File Size Limit: jpg & gif (static)= 10k

Runtime: static

Media Type: jpg or gif, no animation.

ADVERTORIAL AD

The “advertorial” ads consist of 1 visual asset, or 1 visual asset and html text

The descriptions for the ads and the parameters for creating them are described below.

Advertorial ad

Description:

Used in Admails for Milwaukee Moms. Typically consists of an advertisement in an editorial context. Most times, but not exclusively, coincides with the message of the admail content.

Advertorials supplied to be incorporated into the html

Dimensions: Company logos, line art, photos = 180px wide x 150px high

File Size Limit: jpg & gif = 10k

Runtime: static

Media Type: jpg or gif, no animation.

Ad copy maximum length: 75 words including headline, but excluding link language i.e. “visit us online” - two paragraphs maximum. Only default html fonts will be used (Verdana, arial, Helvetica for sans-serif & times news roman, or Georgia for serif). Bold and italic allowed.

Advertorials supplied as a finished graphic

Dimensions: 500px wide x 160px high

File Size Limit: jpg & gif = 20k

Media Type: jpg or gif, no animation.

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