

ADVERTISING SPECIFICATIONS

EYETUBE.NET/EYETUBEOD.COM

- (-1) Leaderboard, (+1) Skyscraper
- Daily Coverage/Journal Club
- (1) Leaderboard, (1) Skyscraper, (1) Mini-leaderboard

EYEWIRETODAY.COM

- (-1) Leaderboard, (+1) Medium Rectangle

EYEWIRETV

- (-1) Interrupter Leaderboard, (1) Topper Banner (585x50 px)

EYETUBE.NET / DAILY COVERAGE / JOURNAL CLUB WEB AD SPECS

- 20k max GIF/JPEG, 40k max FLASH (SWF), 15 seconds max animation
- All SWF creative must be submitted with a .GIF or .JPG back up file. When a visitor does not have flash (i.e. mobile devices), backup images will be automatically displayed.
- Remember to include the target hyperlink
- Links/hotspots within SWFs must use this: `getURL(_root.clickTAG, "_blank")`
** See more information on Flash click through below.

EYEWIRETV BANNER AD SPECS:

- 20k max GIF/JPEG, 40k max FLASH (SWF), 15 seconds max animation
- All SWF creative must be submitted with a .GIF or .JPG back up file. When a visitor does not have flash (i.e. mobile devices), backup images will be automatically displayed.
- Remember to include the target hyperlink
- Links/hotspots within SWFs must use this: `getURL(_root.clickTAG, "_blank")`
- (1) Video - 585x308px
 - 10 sec max
 - Under 1MB, need FLV & MP4

EYEWIRE ENEWS SPECS

- 20k max GIF/JPEG
- Banner - 585x50px
 - 30k max GIF/JPEG
 - 1 Full Banner, 1 Wide Skyscraper

DAILY COVERAGE & JOURNAL CLUB ENEWS SPECS

- Interrupter Leaderboards - 600x120px or 550x70px
 - 20k max GIF/JPEG
 - Daily Coverage: 1 Interrupter Leaderboard
 - Journal Club: 1 Interrupter Leaderboard

LOCATION	DIMENSIONS
Leaderboard	728x90
Wide Skyscraper	160x600
Medium Rectangle	300x250
Half Leaderboard	460x120

SPECIFICATIONS

- 20k max GIF/JPEG, * 40k max FLASH (SWF)** 15 seconds max animation
- All SWF creative must be submitted with a .gif or .jpg back up file. In the case that the visitor does not have Flash (ex. Apple mobile devices), backup images will be displayed automatically.
- Email Newsletter requires static GIF/JPEG
- *Please include the target hyperlink in an accompanying text file.
- **Links/hotspots within SWFs must use this: `getURL(_root.clickTAG, "_blank")`. See more information on Flash click through below.
- Ask your account representative for richmedia specifications.

EYETUBE iOS APP ADS

File Type:

- Static Jpeg, ani-Gif, No flash
- Third-party ad serving (ex, double click) supported

Dimensions:

- iPhone: Advertisers supply 640x100 (which is scaled down to 320x50px)
- iPad: Landscape 703x66px, Portrait 768x66

FILE REQUIREMENTS

For data file requirement questions or to submit files, contact:

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GENERAL REQUIREMENTS:

- Ads must spawn a new window for the landing page when clicked on.
- Rapid animating, blinking and/or flashing ads are not accepted. BMC reserves the right to reject and/or revise ads that do not adhere to this spec.
- Ads cannot spawn a download prompt nor download anything on page load, mouse-over or on click - must go to landing page first where a download prompt may be allowed - if user chooses no or closes the download prompt, they cannot be prompted again

RICH MEDIA REQUIREMENTS:

Expanding Ad Specifications: Creative must be 3rd party served by a below mentioned vendor - 160x600, 728x90, 300x250

- Accepted Vendors: Eyeblander, Pointroll Fat Boy, Klipmart, United Virtualities, Eyewonder, Unicast, Motif
- All ads must be user initiated and must have the same action to close, as it was to expand (click to open, click to close OR mouse over to open, mouse off to close).
- Panels must have a visible close button (X CLOSE) 100% of the time located within the expanded panel.
- Audio/Video may only be within the expanded panel and may play automatically. Stop/Mute and Start buttons are required.
- 728x90: 728x90 banner - max 20k for gif/30k for flash/30k initial load and up to 100k for streaming; 728x400 max expanded panel (up to 4 panels); width of the panel cannot exceed width of the banner; DOWNWARD expansion only.
- 160x600: 160x600: max 20k for gif/30k for flash/30k initial load and up to 100k for streaming; 400x600 max expanded panel (up to 4 panels); expansion must be to the LEFT of the Skyscraper; the height of the panel cannot exceed the height of the banner
- 300x250: 300x250 banner - max 20k for gif/30k for flash/30k initial load and up to 100k for streaming; 600x250 max expanded panel (up to 4 panels); width of the panel cannot exceed width of the banner; LEFT expansion only. The height of the panel cannot exceed the height of the banner

Video In-Page Banner Ads: 728x90, 160x600 and 300x250 ONLY

- In Banner Video ads Must be user initiated on the Homepage and Video Pages
- Accepted Vendors: Eyeblander, Pointroll Tom Boy, Interpolls, Klipmart, Eyewonder, United Virtualities, Unicast
- 40k Initial load and up to 100k streaming.
- Audio must be user initiated with same action to stop as it was to play (click to play/click to stop or Mouse over to play/Mouse off to stop). Stop/Mute and Start buttons are required.
- Video cannot loop more then one time and cannot exceed 30 seconds total animation.

Flash Click Through Instructions:

All Flash files must use the ClickTag variable as opposed to hard coding a URL. Please note this example below and instruction: Add an invisible button making the entire area of the banners clickable. Attach the following object action to the button:

```
on (release) {
getURL (clickTAG, "_blank");
}
```

This will embed the clickTag (case sensitive) variable in the FLA file. This allows the click-through URL to be modified at any time during a campaign, as opposed to hard-coding the click command in the .swf file. Target="_blank" is required as the "Window" field's option when setting the getURL action ("Expression" unchecked).

**Click Tag Instructicons:

In ActionScript 2 use:

```
on (release) {
getURL (_root.clickTAG, "_blank");
}
```

In ActionScript 3 use:

```
link.addEventListener(MouseEvent.CLICK,clickHandler);
link.buttonMode = true;
function clickHandler(evt:MouseEvent):void{
if (root.loaderInfo.parameters.clickTAG.substr(0,5)=="http:")
root.loaderInfo.parameters.clickTAG.substr(0,6)=="https:"){
navigateToURL(new
URLRequest(root.loaderInfo.parameters.clickTAG),"_blank");
}
}
```