Creative Specs – Banner Campaigns

The following specs apply to following Griffin sites:

- *News9.com*
- *NewsOn6.com*

- *m.newson6.com*
- *m.news9.com*

- *iPhone/Android App ads*
- *TulsaCW.com*

Griffin uses DoubleClick for Publishers to deliver all advertising, to maintain accurate impression results, and to generate performance reports. We accept *DFP Internal Redirect tags* from those clients using DFA to deliver their campaigns.

728x90 Leaderboard Ad (desktop sites)
- Ad Unit Size: 728 pixels wide by 90 pixels tall
- Maximum File Size: 40k
- Supported File types - HTML5, GIF, JPEG
- Looping Restrictions:
    1. 3 loops max with refresh time of no less than 3 seconds.
    2. Must end on static slide
- Third party ad tags are acceptable (will be tested)
- Flash (SWF) files are NOT accepted

300x250 Medium Rectangle Ad (desktop sites)
- Ad Unit Size: 300 pixels wide by 250 pixels tall
- Maximum File Size: 40k
- Supported File types - HTML5, GIF, JPEG
- SWF Looping Restrictions:
    1. 3 loops max with refresh time of no less than 3 seconds.
    2. Must end on static slide
- Third party ad tags are acceptable (will be tested)
- Flash (SWF) files are NOT accepted

300x100 Small Rectangle Ad (desktop sites)
- Ad Unit Size: 300 pixels wide by 100 pixels tall
- Maximum File Size: 25k
- Supported File types - HTML5, GIF, JPEG
- SWF Looping Restrictions:
    1. 3 loops max with refresh time of no less than 3 seconds.
    2. Must end on static slide
- Third party ad tags are acceptable (will be tested)
- Flash (SWF) files are NOT accepted

320x50 Mobile Ad (all products)
- Ad Unit Size (two options)
    1. 320 pixels wide by 50 pixels tall (regular resolution)
    OR
    2. 640 pixels wide by 100 pixels tall (high resolution for iPhone, certain Androids)
- Need one option of the above, not both. 640x100 will be sized down to 320x50 automatically
- Maximum File Size: 40k
- Supported File types - HTML5, GIF, JPEG
- Third party ad tags accepted, must be tested
- Flash (SWF) files are NOT accepted

300x250 Medium Rectangle Ad (mobile)
- Ad Unit Size: 300 pixels wide by 250 pixels tall
- Maximum File Size: 40k
- Supported File types - GIF, JPEG
- Third party ad tags are acceptable (will be tested)

1900x1600 Wings [Side Reskin] (PSD template MUST be used)

- Viewable Ad Unit Size: 116-446 pixels wide by 600-800 pixels tall
- Maximum File Size: 150k
- Supported File types - GIF, JPEG
- Third party ad tags and Flash (SWF) files are NOT acceptable
- Example -
  http://ftpcontent.worldnow.com/griffin/ads/kotv/house/n6_clearchannelwings_032014.jpg

Expandable Footer Ad

- Ad Unit Size (Expanded): 980 pixels wide by 100 pixels tall
- Ad Unit Size (Collapsed): 200 pixels wide by 30 pixels tall
- Maximum File Size (Expanded): 60k
- Supported File types - GIF, JPEG
- Looping Restrictions (Animated GIF only):
    1. 3 loops max with refresh time of no less than 3 seconds.
    2. Must end on static slide
- No third party tags. Tracking pixel/click tracker accepted.
- Flash (SWF) files are NOT accepted

Chrome is no longer supporting .swf flash files, so we will need HTML5 ads instead.

There are no file size restrictions if the ad is served via third party tags but please keep in mind the weight of the creative will affect the load time.

Creative Specs

Lead Time: Please allow 3 business days for standard creative and 5 business days for rich media ads prior to the campaign start date for testing and Q/A.

Wings (Side Reskin): On the PSD template, please turn off the folder "Hide Me" to hide example and instruction layers.

When building wings for Griffin Sites, the yellow bars (thin bars on the side of each page) must be included in the ad sent. The design of the wings MUST be in the 446px section in the template. The saved creative must be less than 150k.

If your wings do not span the full 446px please leave the website background layer (grey layer) on. This will keep the wings from having white space on large screens, sticking with the standard Griffin sites look on all other pages without wings.

Sound: The use of audio streams lasting one second or longer must be initiated by click only. Sound under one second is allowed for mouse-over events meaning "click" or "beep" sounds. Audio cannot auto-play on ads running on Griffin sites.

Streaming Video in Ads:
Accepted in HTML5 format ads, 40k max file size, user initiated audio, 30 seconds length, and must have off/mute/close button. Video can auto-play without audio.

Third Party Served: Third party ad serving is accepted. All creative must function uniformly on Mac and PC platforms and in any browser versions of Firefox and IE. Ads must open a new window when clicked.

HTML5 Creative Specs

Griffin Communications uses DoubleClick for Publishers Premium to deliver desktop and mobile advertising and Verve ADM to deliver news app advertising.

All HTML5 creative should be sent at least 3-5 business days before run date. This is to allow time to test and work with the advertiser/agency on any revisions that need to be made to the creative.

Sizes Accepted:
728x90, 300x250 and 320x50

Types of HTML5 Ads Accepted for Desktop & Mobile:

HTML5 Creative Format	Creative Format Description
3rd Party Tag	The HTML5 creative will be stored on a 3rd party server.
DoubleClick Campaign Manager Tag (DCM inred)	A HTML5 creative hosted by an advertiser/agency using DoubleClick Campaign Manager.
Self-Contained HTML5 Creative	A self-contained HTML5 creative in a single code snippet.
HTML5 Creative Bundle	A set of files that make up the creative. Includes creative assets such as HTML/JavaScript code and images. Normally all bundled in a compressed .zip file.

Types of HTML5 Ads Accepted for News Apps:

HTML5 Creative Format	Creative Format Description
3rd Party Tag	The HTML5 creative will be stored on a 3rd party server.
Self-Contained HTML5 Creative	A self-contained HTML5 creative in a single code snippet.

File Weight:

Load	Load Description	Max File Size
Initial Load	Asset files that are immediately loaded when the ad tag is inserted into the page. This would be the total of your compressed .zip file.	Desktop/Tablet: 150 KB Mobile: 40KB
Politely Loaded	All of the creative's subsequent assets that are loaded once the host webpage has completed loading.	Desktop/Tablet: 2MB Mobile: 300KB
15-Second Video	The load for auto-initiated video without any sound.	1.1 MB Extra

Looping Restirictions:
- 3 loops max with refresh time of no less than 3 seconds
- Must end on a static slide

Static Backup Image:
A static backup image file (JPG, GIF, PNG) is required. The backup image needs to be coded to run on any browsers that are not able to display HTML5. The backup image can also be used if the HTML5 creative is not ready by the launch date.

HTML5 Bundle:
When sending a creative bundle, all assets must be packed together for delivery. To optimize the file size for delivery, assets should be delivered in a compressed .zip format.

Creative Asset Compression:
- Each .zip file should represent one ad. Multiple ads may be zipped into a package, but each file in that package should be a zipped file representing one ad with labels to distinguish each ad. A common name convention is to include the width and height in the ad name.
- There must be at least one index.html file in the .zip for each ad. If multiple .html ads exist, the file to be loaded first should be the index.html file.
- All code and assets should be relatively referred to by the index.html ad.
- Minimize the number of files included within the .zip file. Please limit file requests to 15 for the initial file load.
- All code and assets for the initial display of the ad and host-initiated sub load should be contained within the .zip file.

Click Tracking:
All HTML5 creative should provide some kind of clickthrough. Examples of a click tag per DoubleClick:

After the <body> tag, implement a "link" element:
```
<body>
<a href="https://www.google.com"
target="_blank" style="cursor:hand">
```

Before the </body> tag, implement the closing "link":
```
</a>
</body>
```

DFP Compatible HTML5 Tools *(let ad ops know which one is used)***:**
• Adobe Edge • Adobe Flash Pro CC Converter • Create.js • Google Web Designer • Tumult Hype

HTML5 Tips and Tricks:
For extra guidance on HTML5 technology compatible with DFP, refer to the following article by DoubleClick: https://goo.gl/RGpnDg

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AD SPECS + CAMPAIGN GUIDELINES

> Creative assets are due 5 days prior to campaign launch

STANDARD MEDIA UNITS

UNIT	DIMENSIONS	MAX FPS	FLASH	MAX ANIM.	MAX FILE SIZE FLASH/HTML5	SOUND	BORDER	FILE TYPE
LEADERBOARD	728 x 90	24	8 AS2	15 Seconds	40KB/150KB	On Click	1PX	GIF/JPG/PNG
BOX	300 x 250	24	8 AS2	15 Seconds	40KB/150KB	On Click	1PX	GIF/JPG/PNG
WIDE SKYSCAPER	160 x 600	24	8 AS2	15 Seconds	40KB/150KB	On Click	1PX	GIF/JPG/PNG
HALF PAGE	300 x 600	24	8 AS2	15 Seconds	40KB/150KB	On Click	1PX	GIF/JPG/PNG

HTML5 Packaging

File size applies to font, image, audio, video, CSS and HTML. Common JS libraries delivered via CDN are excluded from file weight. Max #of host-initiated file requests: ad not to exceed 15 file requests during initial file load and host-initiated sub-load. Unlimited file requests allowed after user-interaction.

If sending HTML5 assets, please provide ZIP with HTML, CSS, JS, Images and other hosted assets. For further detail, please work with your Media Strategist.

FLASH SETUP*

> Below is the Flash Actionscript tag to allow a user to click on the ad.

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

ACCEPTED AD SERVERS & 3RD PARTY TAGS

Ad servers we can work with:

- SIZMEK
- DOUBLECLICK
- ATLAS
- POINTROLL

3RD PARTY TAG CONSIDERATIONS:

- Direct reporting access (via login) will need to be provided prior to launch
- If direct reporting cannot be provided, weekly reports must be setup by Publisher Solutions Partner
- Modified tags with macros/tokens already inserted are NOT accepted
- Tags must be delivered in their native, raw format from the ad server (i.e.: exactly as exported from DFA)
- Tags need to be unique to the Publisher Solutions campaign and cannot be running elsewhere
- Tags cannot run across multiple placements in the same date range
- All tags must be secure (https)

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AD SPECS + CAMPAIGN GUIDELINES

MOBILE UNITS

FORMAT	X Large Banner
DIMENSION	320 x 50
FILE SIZE	< 20K
FORMAT	GIF / JPG / PNG

* Must have a 1 pixel border.

* We strongly recommend using a Mobile enabled URL for the landing page for optimal user experience.

TABLET UNITS

UNIT	DIMENSIONS	FILE TYPE	MAX FILE SIZE FLASH/HTML5	MAX LOOPING	ANIMATION LIMIT	CLICKABLE
LEADERBOARD	728 x 90	GIF/JPG/PNG	40KB/150KB	3X	15 Sec	Yes
BOX	300 x 250	GIF/JPG/PNG	40KB/150KB	3X	15 Sec	Yes

VIDEO UNITS

PREFERRED FILE TYPES	MP4
ASPECT RATIO	4:3 or 16:9
FILE SIZE	Maximum 25MB
VIDEO LENGTH	:15 or :30

Can also accept VAST tags

LANDING PAGE REQUIREMENTS

• Always resolve to the same final URL, and never redirect to a different URL than that which was seen when the campaign was first submitted for review

• Clearly disclose the company or person responsible for the ad and landing page

• Not use any third parties' brand, logo or design without the express, written permission of such party

• Contain relevant information pertaining to the good or service being promoted by the ad (no bait-and-switch)

• include the advertiser's terms and conditions and a privacy policy (or a link thereto), as well as an option for opting-out of promotional communication.

• All creatives in a campaign must click-through to the same landing page domain

• Any landing page with the look and feel of a news article or other editorial content must clearly and prominently disclose to visitors that it is sponsored content or an advertorial

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AD SPECS + CAMPAIGN GUIDELINES

RICH MEDIA UNITS

Additional ad serving fee applies - $1 CPM (subject to higher rate based on creative type)

An Extra $1 CPM will apply if Griffin is serving the Rich Media

For specific execution questions reach out to your Media Strategist

PRIVACY POLICIES

The online privacy policy does not allow websites to collect personal information in exchange for free gifts or quiz/survey results. Websites that need to collect personal information (for processing orders, for example) **need to include a privacy policy** so that users understand how their information will be used. **The link to the site's privacy policy should be clearly visible on ALL pages where you're collecting personal information.**

The Privacy Policy should include the following information:

- Describe what personal information is collected.
- Describe how this information will be used by the company.
- Describe how this information will be transferred to third party companies.
- Provide instructions on how users can modify or delete their personal information.
- Provide instructions on how users can opt-out of future communications.

Finally, websites that collect sensitive personal information, such as bank details and credit card numbers, must use a secure processing server (https://) when collecting this information.

Mobile Rich Media Campaigns

The following specs apply to following Griffin sites for build-outs of Mobile Rich Media units:

- *m.newson6.com*
- *m.news9.com*

Griffin uses DoubleClick for Publishers to deliver all advertising, to maintain accurate impression results, and to generate performance reports. We can accept third party tracking in the form of a tracking impression pixel and click tracker URL. Contact Griffin Communications for more details.

Specs for all Mobile Rich Media Ads

- Ad Unit Size (collapsed): 640x100 px (Retina/High resolution displays)
    1. *NOTE: Ad unit should be designed for a 320x50 size, but double resolution. Keep this in mind when sending a 640x100, as the ad size will look smaller on the end product. Text/images may be too small to read if this is not accounted for.*
- Ad Unit Size (expanded): 640x744 px (Retina/High resolution displays)
    1. *NOTE: similar to the collapsed version, the expanded version will display at 320x372. Design elements should account for this.*
- Supported File types - JPEG/PNG only
- No Looping Allowed on 320x50.
- All animation for expanded ad unit done by Griffin.
- Third party ad trackers are accepted.

Video Element Specs

- Supported Format - h.264
- Height: dependent on video aspect ratio
- Max length: 30 seconds
- Frame Rate: 30fps or below
- Ideal Bit Rate: 200-250 kBps

Notes on video:
- may be converted to fit file size/codec requirements
- Higher resolution video should not be an issue. Griffin can downconvert video to the proper size, bitrate, and FPS, but cannot improve quality if it is too low.

Design Requirements List

- Graphic elements including logo, and any images to be used in the creative
- Any required copy points including slogan, phone, address, etc.
- Suggestions or concept you would like us to expand on

Sliding Billboard Ad Specs

	Expanded	Pencil
Max File Size	120 KB.	60 KB.
Dimensions (pixels)	980W x 300H	980W x 30H
File Type	HTML5, GIF, JPEG.	HTML5, GIF, JPEG.
Animation	6 seconds, 4 loops, 2 seconds refresh time max.	6 seconds, 4 loops, 2 seconds refresh time max.
Expand / Collapse Method	• Ad expands when user click anywhere on the pencil ad. • Ad collapses when user clicks on "close" button. •Close button **MUST BE ON THE TOP RIGHT** of the ad, and must be included. •Close button must be prominent and displayed at all time.	
Audio / Video Specifications	• Video must include video stop/start button, as well as an audio stop/start button which must be present at all times. The user should always have the option to control the entire video experience, i.e., stop, pause, mute. • Video can play automatically after the sliding billboard is expanded via user interaction. • Audio is always muted. The user must turn the sound on via dedicated control. • Video controls should use commonly accepted terminology or icons and be distinct from the rest of the advertisement. • Continuous video looping not accepted. • If the video is clickable, a new window should open upon user interaction and should pause the video. • Audio cannot be used as a sound effect for the ad's expansion. • No ad can prompt the download of a plug-in. • All creative must include a prominently visible on/off switch for sound.	
Misc.	• JavaScript forbidden. • Remote downloads from 3rd party servers forbidden.	

ActionScript

AS2

Collapse Action
```
collapseButton.onRelease = collapseEvent;
function collapseEvent():Void { ExternalInterface.call('GnmExpAd.collapse'); }
```

Expand Action
```
expandButton.onRelease = expandEvent;
function expandEvent():Void { ExternalInterface.call('GnmExpAd.expand'); }
```

Click-through
```
clicktagButton.onRelease = clicktagEvent;
function clicktagEvent():Void {
var clicktagUrl:String = _root.clickTag;
ExternalInterface.call('window.open', clicktagUrl, '_blank'); }
```

AS3

Collapse Action

```
collapseButton_mc.buttonMode = true;
collapseButton_mc.addEventListener(MouseEvent.CLICK,
function(e:MouseEvent):void {
ExternalInterface.call('GnmExpAd.collapse'); });
```

Expand Action
```
expandButton_mc.buttonMode = true;
expandButton_mc.addEventListener(MouseEvent.CLICK,
function(e:MouseEvent):void {
ExternalInterface.call('GnmExpAd.expand'); });
```

Click-through
```
var paramList:Object = this.root.loaderInfo.parameters;
clicktagButton_mc.buttonMode = true;
clicktagButton_mc.addEventListener(MouseEvent.CLICK, function(e:MouseEvent):void{
ExternalInterface.call('window.open', paramList['clickTag'], '_blank'); });
```

Griffin Video Specs & Submission Instructions

The following specs apply to News9.com, Newson6.com

Specifications (Recommended for best results)

- File Wrapper: **MPEG-4**
- Codec: **H.264**
- Audio: **MPEG-4 AAC, Stereo, 256 Kbps**
- Format: **Progressive, de-interlaced**
- Bit-rate: **700k- 6.0 Mbps** (Higher bit-rates can be accepted, but result in larger files to FTP/transcode)
- FPS: **30**
- Target Bitrate: **700k**

Complete List of Supported File Formats for Ingest

FORMAT	FRAME SIZE: BIT RATE MINIMUM	SUPPORTED CODECS	AUDIO FORMAT[1]	FPS
MPEG-1	1920x1080: 6.3 Mbps 1440×1080: 3.5 Mbps 1280x720: 2.8 Mbps 640x360: 700 Kbps 640x480: 700 Kbps	MPEG-1	Interleaved MPEG-1 Layer 1/2/3, PCM	30 FPS
MPEG-2[2]	1920x1080: 6.3 Mbps 1440×1080: 3.5 Mbps 1280x720: 2.8 Mbps 640x360: 700 Kbps 640x48: 700 Kbps	Interleaved MPEG-1 Layer 1,2,3,AAC, PCMMPEG-2	Demuxed MPEG-1 Layer 1/2/3, AAC, PCM	30 FPS
MPEG-4[3]	1920x1080: 6.3 Mbps 1440×1080: 3.5 Mbps 1280x720: 2.8 Mbps 640x360: 700 Kbps 640x480: 700 Kbps	Interleaved MPEG-1 Layer 1/2/3, Mpeg4, AAC, PCMH.264/MPEG-4 AVC, ISO MPEG-4	Demuxed MPEG-1 Layer 1/2/3, MPEG4, AAC, PCM	30 FPS
MOV/QT	1920x1080: 6.3 Mbps 1440×1080: 3.5 Mbps 1280x720: 2.8 Mbps 640x360: 700 Kbps 640x480: 700 Kbps	Apple Graphics, DV, H.264, MP4V, ITU H.263, Sorenson Video 1, Sorenson Video 3, AVC, ISO MPEG-4	Demuxed MPEG-1 Layer 1/2/3, MPEG4, AAC, PCM	30 FPS
WMV	1920x1080: 6.3 Mbps 1440×1080: 3.5 Mbps 1280x720: 2.8 Mbps 640x360: 700 Kbps 640x480: 700 Kbps	Planar YUV, S-MPEG4 v3, Windows Media 9 Screen Video, WMPv7, WMPv8, WMPv9	Demuxed Windows Media Audio 7/8/9	30 FPS
AVI	1920x1080: 6.3 Mbps 1440×1080: 3.5 Mbps 1280x720: 2.8 Mbps 640x360: 700 Kbps 640x480: 700 Kbps	BI_RGB Raw Bitmap, DVC/DV Video, Matrox DVCPRO codec, Matrox DVCPRO50 codec, Microsoft Video 1, RAW I420, S-MPEG 4 ver. 2	Demuxed MPEG-1 Layer 1/2/3, MPEG4, AAC, PCM	30 FPS

[1] Demultiplexing (or demuxing) denotes that the video and audio are independent elementary streams within a MPEG or AVI file. (Muxed audio is combined with the video stream which would transcode files without audio.)

[2] Alternate format for best results.

[3] Preferred format for best results.

VIDEO SUBMISSION
(PC) For best results, copy and paste the following link into "my computer" address bar:

ftp://ftpuser0313b:jhk32Zty@ftp2.isocentric.com

Please notify your account representative that the video has been placed on the ftp site or contact:

Rana Camp
Digital Sales Traffic Supervisor
405.841.9102
rana.camp@griffincommunications.net

Kristopher Graham
Digital Sales Administrative Assistant
405.841.9903
kristopher.graham@griffincommunications.net