

## Standard Ad Specifications

updated March 22, 2011

Ad Product	Dimensons	File Size	Format
Leaderboard	728x90	40 KB	JPG/GIF/PNG/SWF
Medium Rectangle	300x250		
Large Rectangle	336x280		
Wide Skyscraper	160x600		
Half Page	300x600		

### SWF Files

In order for The Hollywood Reporter to properly track and report clicks with site served flash ads, please ensure all ads have the clickTag properly implemented. Adobe/Macromedia currently recommends a "clickTag" method to track clicks for flash ads. This method uses variables to pass the click tracking string and URL into the Flash creative movies.

#### Sample ActionScript 2 clickTag:

```
on (release)
{
    getURL(_level0.clickTAG,
    "_blank");
}
```

#### **Checklist for Submitting Flash Creatives:**

- \_ ClickTag coded into Flash Creatives, Hard Coded URLs will cause the Creatives to be rejected;
- \_ Backup image (JPG/GIF/PNG) must accompany submission of flash files;

#### Sample ActionScript 3 clickTag:

```
Link_1.addEventListener(MouseEvent.CLICK, function(event:MouseEvent):void { var sURL:String; if ((sURL = root.loaderInfo.parameters.clickTag)) { navigateToURL(new URLRequest(sURL), "_blank");
```

### Animation

3x loop; 15 seconds max

### Max DPI

72

### Maximum z-index

799

### Advertising Creative Approval Policy

The Hollywood Reporter has final approval for all ads with respect to editorial/creative content, and reserves the right to remove an advertisement from its website or newsletters at any time for any reason. The Hollywood Reporter uses DoubleClick for Publishers (DFP) to serve all its online ad banners.

### Submission Guidelines

All Standard creative assets should be provided within spec and received by the Ad Operations Team no later than (2) business days to ensure a smooth launch process. Standard creative assets must be accompanied by an Active Clickthrough URL in txt or xls format.

**Standard creative assets that are provided not within above specifications will get rejected by the Ad Operations Team. Please note that this *may* affect the launch of your digital campaign.**

### Submitting Creatives

Please submit all creatives, with your PGMedia IO\* in the subject line to:

Reed Hallstrom  
reed.hallstrom@thr.com  
(323) 525-2017

Heather Byrd  
heather.byrd@thr.com  
(323) 525-2168

\* If you do not have a PGMedia IO, please contact your appropriate Account Representative.