



2011 Advertising Creative Specifications

Send all creatives to adcreative@comcastdigital.com. Creatives must be submitted at least three days (five days for pre-roll) prior to campaign launch date to avoid any possible flight delays.

Ad Units	Dimensions	Image Types	Max File Size	Video and Animation	Additional Options
Large Rectangle	300x250	GIF/JPG, Flash 6-9, Rich Media/3 rd Party tag	GIF/JPG: 30k Flash/Rich Media: 45k initial load/60k additional polite load or per panel, max panels: 4	4 loops max or 15 seconds, whichever is less	Expansion – Left and/or Down Max expansion – 600x500
Leaderboard	728x90	GIF/JPG, Flash 6-9, Rich Media/3 rd Party tag	GIF/JPG: 30k Flash/Rich Media: 45k initial load/60k additional polite load or per panel, max panels: 4	4 loops max or 15 seconds, whichever is less	Expansion – Downward Max expansion – 728x270
Super Large Rectangle	300x600	GIF/JPG, Flash 6-9, Rich Media/3 rd Party tag	GIF/JPG: 30k Flash/Rich Media: 45k initial load/60k additional polite load or per panel, max panels: 4	4 loops max or 15 seconds, whichever is less	Expansion – Left Max expansion – 600x500
Super Leaderboard	728x250 or 900x250 (requires development time)	GIF/JPG, Flash 6-9, Rich Media/3 rd Party tag	GIF/JPG: 30K; Flash/Rich Media: 80K	4 loops max or 15 seconds, whichever is less	Non-expanding/retracting. Must be roadblocked. Video should be streaming.
Big Screen Pushdown Unit	728x50 or 900x50 (requires development time)	GIF/JPG, SWF, FLA, .MOV, Rich Media/3 rd Party Tags	60K Initial Load, 100K total load, one panel only. Must be frequency capped at 1x/user. Can be 3 rd party or site-served. Site served assets: collapsed and expanded jpg/flash files and video	15 second video or 10 second animation	Expansion Direction: Down; Max Expansion Size: 900x250. Panel will auto-expand and auto-close upon completion. 3 rd party tags by approved vendor. Impression and Click Tracking Tags Accepted.
Skins	1280x1024	GIF/JPG only	80k - Must provide background color and click thru URL	n/a	Tracking pixel allowed. See Skin Information below

Ad Units	Dimensions	Image Types	Max File Size	Video and Animation	Additional Options
Video Pre-roll	480x360	FLV, MOV, WMV, MPEG	2 MB	15 seconds max	Impression and Click Tracking Tags accepted
WAP	300x50 216x36 168x28 120x20	PNG (preferred), GIF, JPG	5K	None	Must include landing page URL to brand smartphone optimized website, and CTA (call to action) text. At least three creative sizes listed must be provided. Impression and click tracking tags accepted
iPhone Mobile Site Banner	320x50 or 300x50	PNG (preferred), GIF, JPG	5k	None	Must include landing page URL to brand smartphone optimized website, and CTA (call to action) text..
iPhone/Google Android Video Pre/Mid-Roll	320x240	Video: mov, .mp4, or .flv format support; MPEG-4 AVC (also known as H.264) video; 320x240 video frame size, square pixels; (1:1 aspect ratio); Frame rate of 29.97 fps (NTSC);1000 kbps target bit rate; Audio: AAC format (Advanced Audio Encoding); Mono or Stereo; 44.1kHz sample rate; 96kbps	300K	:15 Seconds	Site served. Please provide URL to brand smartphone optimized website
iPhone/Google Android Application Banner	320x50	PNG (preferred), GIF, JPG	5K	None	Must include landing page URL to brand smartphone optimized website, and CTA (call to action) text.. Impression and click tracking tags accepted

iPhone/Google Android Application Full Page Banner	320x360 (preferred) or 300x250	PNG (preferred), GIF, JPG	40K	None	Must include landing page URL to brand smartphone optimized website, and CTA (call to action) text. Impression and click tracking tags accepted for iOS, not implemented for Android on E!, Kardashians or G4 Apps.
Prestitial/Interstitial/Floating Ad *Requires Approval	500x500, 800x600	GIF/JPG, Flash 6-9, Rich Media/3 rd Party Tags	60K total load, no panel	:15 seconds, 1 loop	Visible "Skip Ad" and "CloseX" buttons; must self-terminate; audio is user-initiated, wmode set to transparent. Requires upper management approval
Control Ads	300x250	GIF/JPG, survey tag	30K **Not allowed on HP***	None	No fly-overs/ pop-ups.
Newsletter Sponsorship – E! News Now (Daily)	300x250	GIF/JPG	30K	None	Static ad. Click tracking tag accepted
Newsletter Sponsorship – MyStyle Flash (Thursday)	300x250	GIF/JPG	30K	None	Static ad. Click tracking tag accepted
Newsletter Sponsorship – Custom (Date Specific)	120x60	GIF/JPG	30K	None	Static ad. Click tracking tag accepted
Sponsorship Logo	120x60	EPS (EOL will reformat)	2MB	None	Impression and click tracking tags accepted

No Exceptions. Creatives can NOT exceed specified weight limitations and must be in compliance with all E! Online creative specifications. Any ad element not meeting spec will be returned for revision, which may result in flight delay.

Additional Requirements

- Assets should be sent 3-5 days prior to campaign start
- Audio must be user-initiated with a mute or on/off button present at all times
- Video can be automatic; :30 seconds if user-initiated
- Expandable panel must close on roll-off and have a visible close button. Panel may pin if expansion is user-initiated (click to open/close)
- Hotspot restriction is no more than 33% of banner area
- All click through URLs must open in a new browser window
- 24 FPS

- Z-Index must be 99999 or higher and wmode set to transparent
- All rich media ads are subject to publisher approval

Skins

- Skins are created by E! Online
- Assets needed: Logo in EPS format and Style Guide
- Can accept an impression tracking tag, but not a click tracker (skins are not clickable)

Approved rich media providers:

- Doubleclick/Motif
- Atlas
- Pointroll
- Eyeblaster
- Eyewonder
- Unicast
- Interpolls

Targeting Capabilities for Display Ads:

- Geographic (State, City, Zip, DMA...)
- Browser/Operating System
- Daypart