

Online Advertising Guidelines
Effective June 28th, 2006
Version 3

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For questions concerning creative specifications, please email Marcus Price (marcusp@thestar.ca) or call him directly at (416) 869-4315.

Creative Specifications

Creative Size	Standard GIF/JPG	Rich Media	Additional Notes
Banner - 468 x 60 pixels	15K	20K	Not available on the Home page of thestar.com
Superbanner / Leaderboard - 728 x 90 pixels	25K	30K	Not available on the Home page of thestar.com
Left Navigation Button - 120 x 60 pixels	3K	3K	Not available on the Home page of thestar.com
Square - 120 x 120 pixels	5K	5K	
Skyscraper - 120 x 600/800	15K	25K	
Embedded Window Ad/Big Box - 300 x 250 pixels	20K	25K	
Pop Up / Under Window	Assessed on Case-by-Case basis	Assessed on Case-by-Case basis	
DHTML Top Layer / Floating ad / eyeReturn-Voken - 300 x 300 pixels or smaller	30 K	35 K	Duration maximum is 8 seconds at which time the ad closes automatically. Sound must be user initiated. Close button must be prominent and clearly visible (preferably upper right hand corner of the ad). Cannot appear on our homepage. Frequency cap of 1.
Expanding Ads - 120x600 - 300x250 - 728x90	- - -	25K 25K 30K	Expanding no more than 240 pixels total wide. Expanding down no more than 500 pixels total. Expanding down no more than 180 pixels (total). Expanding ads must expand only on roll-over and collapse when the mouse pointer moves off the advertisement.
Transitional Ad 400 x 400	40K	40K	A transitional ad page will appear for 10 seconds before automatically redirecting the user to the next page. Animated GIF, 3rd Party Tag, or Flash accepted however, animation must complete within the 10 seconds.

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Ad Submission

- Send all creative to: onlineads@thestar.ca
- We only accept uncompressed files OR compressed files in a ZIP format.
- Please include the destination URL for all ads. Alt text is optional.
- Please include HTML documents when required.
- Creative must arrive **three business days** prior to the start of the campaign.

General Ad Guidelines

- We can accept rich media including Java, JavaScript, HTML, DHTML and Flash.
- Ad animation of any format may run for a maximum of 30 seconds without user initiation.
- All Rich Media ads will be monitored for delivery speed. If the performance of the site is impacted by ad delivery, the campaign will be suspended until the issues are resolved.
- Audio clips may not play unless it is user initiated.
- Ads that interrupt the user experience in any way OR cover content are considered intrusive advertising units: pop up, pop under, DHTML Top Layer/eyeReturn Voken, Transitional ad, etc.
- Only one intrusive ad may run on a single section at one time.
- Intrusive ads must have a frequency cap of 1 per user session.
- No ad unit will be allowed to display over other paid advertising unless it is user initiated - such as expanding ads.
- A DHTML Top Layer/eyeReturn Voken ad unit that covers content may only display once before disappearing permanently.
- Any ad unit that covers content must have a prominently visible and functioning close button.
- All DHTML Top Layer/eyeReturn Voken may run to a maximum of 8 seconds and must disappear without user interaction.
- No Intrusive advertising units will be displayed on the home page of thestar.com.
- Any advertising unit that does not meet our stated requirements will be reviewed on a case-by-case basis pending final approval by thestar.com.

Third Party Tags

- We accept **Standard**, **JavaScript**, and **IFrame/JavaScript** third party tags only.
- **IFrame/ILayer** third party tags cannot be accepted.
- We are unable to count clicks for Javascript or IFrame/JavaScript third party tags. An email will be sent out to confirm the ability (or lack thereof) to track clicks.
- To ensure proper ad delivery performance numbers, reports from third party ad servers must be sent on a weekly basis. These reports must reflect ad performance for the week, with run dates and performance numbers that encompass time frames of Monday 12:01 a.m. to Sunday midnight.
- All third party ads will be monitored for delivery speed. If the performance of the site is impacted by third party ad delivery, the campaign will be suspended until the issues are resolved.

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Flash Creative

- A "sniffer" code must be supplied for Flash creative to detect user JavaScript and plug in.
- An alternate image must be supplied in the event that the browser cannot view the rich media creative.

Required changes to FLA file for click tracking:

To enable our ad server to track clicks for flash ads, use 'clickTag' in your Action Scripting.

A getURL action is to be assigned to a button that will navigate the browser to [clickTag]. The getURL(clickTag,"_blank") statement appends the variable data passed in via the OBJECT EMBED tag and navigates the browser to that location. Our tracking code is added which allows our ad server to register a click-through when a user clicks the advertisement.

Example:

```
<EMBED  
src="ad_banner_example.swf?clickTag=http:%2F%2Fads.thestar.com%2Fevent.ng%2FType  
%3Dclick%26FlightID%3D$FlightID$%26AdID%3D$AdID$%26TargetID%3D$TargetID$%26S  
egments%3D$Segments$%26Targets%3D$Targets$%26Values%3D$Values$%26RawValues  
%3D$RawValues$%26Redirect%3Dhttp:%252F%252Fwww.destinationURL.com">
```

To work properly, the URL variable clickTag must be inserted without "".

Example:

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

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