Ad Specs for RIMonthly.com

Ad Unit	Dimensions (PX)
Leaderboard	728 x 90 300 X 50 (mobile)
Island Unit	300 x 250

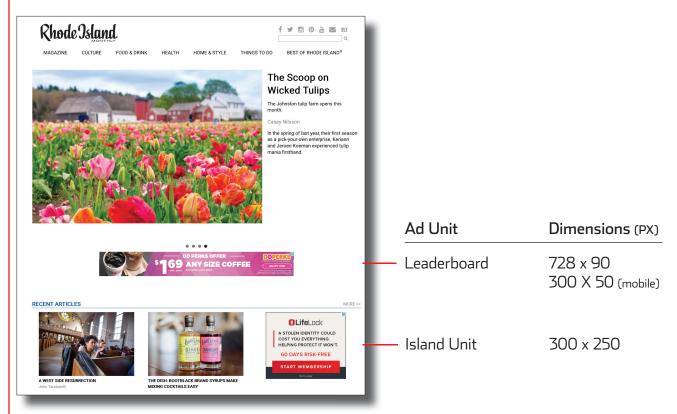## File Formats

All materials are due no less than five business days before start of campaign.

Static Image Ads

• Supported file types: .jpg, .gif, animated .gif
• Files size: suggested maximum – 60k
• Please provide:

      The ready-to-use image or animation
      Exit URL
      Placement instructions
      Static images must be supplied in the correct dimensions for the ad positions they are being submitted.

Rich Media Ads

Supported formats: HTML, Flash (SWF), Third-Party hosted media. All rich media (with the exception of Flash files) must be provided in Third-Party tags.

Third-Party Hosted Ads

• Initial file load may not exceed 80k
• Polite or expanding load may not exceed an additional 100k
• No limit on streaming video load
• Method of expansion and contraction must be the same (i.e., mouse-over or click)
• Mandatory "Close" button required for intrusive ads (unless mouse-over)
• Third-party tags must be supplied in a text file or an Excel document

Third-Party Vendors

We work with many Third-Party rich media vendors, including but not limited to, those listed below:
- Google - DART for Publishers
- Google – DART for Advertisers
- ADTECH Helios
- MediaMind
- Eyewonder
- Mediaplex
- Microsoft – Atlas
- Pointroll

Flash

- Flash versions 8-10 accepted
- Required back-up static image based on above specifications
- A clickable flash object such as a button or "hitarea" in the flash movie clip will require some ActionScript attached to it. Associate the on(release) event with that object. The object will now listen for that particular event. When the event occurs it will trigger ActionScript instructions.

Use the following ActionScript attached to the transparent click layer on top of the flash file:

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

HTML

- HTML ads are defined as any code that isn't being served from a client's ad server. Please allow an extra business day lead-time for us to be able to set up and test all non-Third-Party code.

Video Pre-Roll Ads

- VAST 2.0/VPAID accepted
- Under 100mbs for raw video files
- 0:15 or 0:30 second duration only
- Audio Codec: mp3

Video In-Banner Ads

- As Third-Party tags:
- Audio must be user initiated via click
- Video must be user initiated via click or rollover (in some instances units for click and rollover may be required)
- Video controls must include at least a pause, play, and mute button
- 0:15 second duration (recommended)

Questions? Please call Paul O'Hare at 401 649.4833 or email him at pohare@rimonthly.com