

SJMG ONLINE ADVERTISING CREATIVE STANDARDS AND GUIDELINES

Creative received from outside agencies/designers must meet the following specifications in order to run. Creative that do not meet these specifications will be declined for upload. Any issues will need to be corrected by the agency/designer prior to upload.

CREATIVE SPECIFICATIONS:

Maximum File Size:

40Kb (300x250, 728x90, 300x600)
20Kb for 160x60/160x65/234x60 Logo Units

Animation Length: 15 second maximum, includes multiple loops (3 max); all animation must stop completely at this point. Please Note: Logo (160x60) Ads must not be animated and can contain Logo or Business name *ONLY*.

Sound: All sound must be user initiated.

Backup Creative: Flash creative's (.swf) require a .gif/.jpg backup file

Making Flash (.swf) Creative Clickable: All flash creative, that are intended to click through to a landing page, must contain the following action script*:

```
{  
  
  on (release) {  
    getURL(clickTAG, '_blank');  
  }  
}
```

Note: Action Script should be on a button that is the same width/height of the creative and be the top layer. clickTAG is case sensitive and CANNOT be clicktag or clickTag.

Landing Page/Click URL: Landing pages/Click URLs must be in working order at time of upload. No under construction or broken links will be accepted.

* Downloadable templates, which include mandatory action script, can also be downloaded under the 'Templates & Downloads category at: <http://www.sanjoaquinmediagroup.com/webads/information>