

Ad Design Guidelines



If OnMilwaukee.com will be creating or editing the ad:

Creation Timeline: Minimum 5 business days must be allowed for OnMilwaukee.com to create, test and receive final proof approval from client of ad.

- û **Artwork Submission:** All submitted artwork must be unflattened, created in and saved as either Illustrator 10 or lower with outlined fonts (.eps or .ai), Photoshop (.psd) or Flash (.fla) format. Artwork must include all text, images and logos client would like included in the ad. Images and logos may be submitted as .jpg or .gif files.
- û **Fonts:** If fonts are not outlined, they must be included with the creative.
- û **Revisions:** Revisions made to an ad prior to approval will be limited to two revisions without the client incurring addition design charges.
- û Send all unflattened ad components (images, text, etc.) in one folder to creative@staff.onmilwaukee.com and your account executive.
- û **Landing URL:** Please include the landing URL for the ad in the email along with the ad and the ad proof.

If submitting a completed static .jpg ad or animated/ static .gif ad:

Approval Timeline: Minimum 2 business days must be allowed for OnMilwaukee.com to set up, test and receive final proof from client of ad.

- û **Borders:** It is recommended that all ads have a 1 pixel minimum border placed on them. Ads with borders produce a higher click through from readers and prevent the ad from blending into the background of the publication.
- û **Testing:** It is recommended that all ads are tested on the following browsers prior to submission to OnMilwaukee.com: PC: Internet Explorer, Mozilla, Netscape; Macintosh: Safari, Mozilla, Internet Explorer. OnMilwaukee.com is not responsible for the function of ads in various Web browsers and will not be held liable for submitted ads that do not function in all browsers.
- û **Landing URL:** Please include the landing URL for the ad in the email along with the ad and the ad proof.
- û Send all final ads to traffic@staff.onmilwaukee.com and your account executive.

Campaign Start

- û Upon the start of the advertising campaign, client will receive a screenshot of the ad along with an ad management report for the start day.
- û If campaign status reports are required they will be scheduled at this time. Clients may receive a weekly report of their campaign if desired.

Ad Design Guidelines



If submitting a completed Flash ad:

Approval Timeline: Minimum 2 business days must be allowed for OnMilwaukee.com to set up, test and receive final proof from client of ad.

- Ū **Proof of Ad:** If submitting a flash ad that will not be edited by OnMilwaukee.com, a .jpg proof of the final ad is required.
- Ū **Backup Ad:** A .jpg or .gif of the Flash ad is also recommended to run as a backup ad for readers who do not have Flash installed on their computer.
- Ū **Embedding Click Tag:** The proper click tag (received from OMC) must be embedded in the final .swf movie. Please copy and paste the click tag code (below) onto a blank button, within the top layer of your file. If you do have any questions with this process please contact Jason McDowell at 414.272.0557 x 210 or creative@staff.onmilwaukee.com. Please do not include the landing URL for the ad anywhere within the ad, the URL is placed in the ad management software to allow click tracking on the ad.
- Ū The click tag button code is as follows: (Note that this is case sensitive).

```

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

- Ū **Background color of ad:** To ensure the proper background color of the ad is displayed, please design the ad with the background color included as a background object of the ad instead of selecting a Web safe color. This method of designing ensures proper delivery of your ad across all publications, not just OnMilwaukee.com.
- Ū **Borders:** It is recommended that all ads have a 1 pixel minimum border placed on them. Ads with borders produce a higher response rate from readers and prevent the ad from blending into the background of the publication.
- Ū **Publish as Flash 6:** Flash ads must be published as a Flash 6 .swf to ensure usability and meet the current industry standard. Ads published in other versions result in additional testing time before campaign is allowed to start.
- Ū **Publish as Action Script 1.0:** Flash ads must be published as a Action Script 1.0 to ensure usability and meet the current industry standard. Ads published in other versions could result in ads that do not work properly.
- Ū **Dynamic Loading:** If you are dynamically loading content into your ad, the external content has to be served by the client and referenced via the .swf file. Please note, this has to be tested thoroughly and may result in delay of start date if supplied creative does not function properly.
- Ū **Testing:** It is recommended that all ads are tested on the following browsers prior to submission to OnMilwaukee.com: PC: Internet Explorer, Mozilla, Netscape; Macintosh: Safari, Mozilla, Internet Explorer. OnMilwaukee.com is not responsible for the function of ads in various Web browsers and will not be held liable for submitted ads that do not function in all browsers.
- Ū **Landing URL:** Please include the landing URL for the ad in the email along with the ad and the ad proof. Do not embed the landing URL in a supplied ad.
- Ū **Send all final ads to** traffic@staff.onmilwaukee.com, creative@staff.onmilwaukee.com and your account executive.

Flash Ad Testing/ Proof

- Ū Upon request, OnMilwaukee.com will provide the agency with a special test page to test the submitted Flash ad as it runs through the ad server. This will serve as a final proof of the ad by the agency before the ad is scheduled to go live on OnMilwaukee.com. An additional 2 business days is required for testing.

Third Party Ad Serving

- Ū OnMilwaukee.com does accept third-party ad serving. Please allow three days for rich media testing.

Ad Design Guidelines



Ad Sizes & Requirements

AD SIZE	DESCRIPTION	REQUIREMENTS
EXPANDABLE BUTTON	Combination of Sponsor Button and Rectangle Ad	(see above specs for Sponsor Button and Rectangle)
EXPANDABLE MASTHEAD	Flash 6.0 published .swf with transparent window only	<ul style="list-style-type: none"> • 35K or less • Collapsed Size: 602x35 <ul style="list-style-type: none"> • One animation only, no looping • Must include OMC provided frame, advertising link, and click tag. • Expanded Size: 602x202 <ul style="list-style-type: none"> • Upon page load, auto expand allowed for up to 3 seconds, then ad must auto close. • Once closed, can allow user controlled expanding, but must contain a visible 'close' button/option once ad is expanded. • All Submitted ads must be accompanied by the working .fla file for proofing.
LEADERBOARD AD	728 pixels wide x 90 pixels tall	<ul style="list-style-type: none"> • .gif or .jpg: 20K or less • .swf: 27K or less
POP UNDER	720 pixels wide x 300 pixels tall	<ul style="list-style-type: none"> • .gif or .jpg: 20K or less • .swf: 27K or less
RECTANGLE AD	300 pixels wide x 250 pixels tall	<ul style="list-style-type: none"> • .gif or .jpg: 20K or less • .swf: 27K or less
SKYSCRAPER AD	160 pixels wide x 600 pixels tall	<ul style="list-style-type: none"> • .gif or .jpg: 20K or less • .swf: 27K or less
SPONSOR BUTTON	120 pixels wide x 60 pixels tall No Animation	<ul style="list-style-type: none"> • .gif or .jpg: 10K or less
TILE STAMP AD	120 pixels wide x 90 pixels tall	<ul style="list-style-type: none"> • .gif or .jpg: 7k or less • No animation
TOP CLICKS SPONSORSHIP	Flash 6.0 published .swf with transparent window only	<ul style="list-style-type: none"> • 30K or less maximum file size for combined ad • Collapsed Size: 160x40 <ul style="list-style-type: none"> • One animation only, no looping • Must include OMC-provided frame, advertising link, and click tag. • Expanded Size: 160x340 <ul style="list-style-type: none"> • Expanding begins on reader rollover and is limited to one time, no looping • Once closed, can allow user controlled expanding, but must contain a visible 'close' button/option once ad is expanded. • All submitted ads must be accompanied by the working .fla file for proofing. • Use OMC-provided template to create the two files.