

E-Media Ad Specifications for Telephony
www.telephonyonline.com

ROS Banners

640w x 480h Intrositial- max file size 39k
728w x 90h Leaderboard-max file size 39k
336w x 280h Boom Box-max file size 39k
125w x 125h Square-max file size 30k
120w x 60h IMU + text- max file size 20k with 100 characters of text

One- Stop Banners

728w x 90h Leaderboard-max file size 39k
336w x 280h Boom Box-max file size 39k
125w x 125h Square- max file size 30k

For all website ads:

Acceptable file types: JPG, GIF, animated GIF, Flash, and third party tags

For interactive rich media, we follow IAB standard guidelines as seen here:
http://www.iab.net/iab_products_and_industry_services/1421/1443/Rich_Media

If you're using DoubleClick DFA, please provide internal redirects. (inred)

If you're sending Flash, please follow the clickTag instructions here:
<http://www.genelu.com/content/view/98/1>

If you're sending Flash, please provide a back-up GIF or JPEG for visitors who do not have the Flash plug-in on their browser (please make sure this is under 39K).

For all ads, please provide target URL separately.

Do not send any script files such as JS (javascript), or all attachments will be removed from your e-mail, even if the files are zipped. If any script or executable files are attached to an e-mail, all attachments are removed by our e-mail servers due to its potential for malicious content. It is best to include only necessary files to avoid problems/delays.

Send creative and link to Terra Maples at: terra.maples@penton.com

Peel Back Ads

Creative must be hosted through a third party such as Pointroll, Visual Steel, Eyeblander etc. We only accept third party tags. We accept most standard peel back specs/templates used by third parties.

Our requirements are:

Closed creative must be no larger than 125w x 125h pixels.
Expanded creative must be no larger than 600w x 600h pixels for optimal display on a 15" monitor.

Expansion can be mouse-over.
Close button must be included.
Audio must be click-initiated.
Max initial file load: 40kb
Max polite file load: 80kb

Send third party tags to Terra Maples at: terra.maples@penton.com

Sponsored Links

60 characters including headline
Linking URL

E-Newsletter Sponsorships

For Positions 1-3 please provide the following:

180w x 150h banner
30 words of text, including headline
Linking URL

Or

60 words of text including headline
Linking URL

Banners must be sent as a .gif or .jpg attachment
Optimal file size for newsletter banners is 3-10k, max file size is 35k.
No flash files are permitted due to virus potential.

Penton Media will accept most 3rd Party Ad tags. 3rd Party tags for e-newsletters must be standard IMG SRC and HREF tags only. All 3PAS must be accompanied by anti-caching documentation.

If you are sending an animated GIF for one of the newsletters that can accommodate an image, please make sure the first frame contains all necessary information before cycling through the rest of the frames. Readers on Outlook 2007 will only be able to see the first frame. Readers on other versions of Outlook or on different e-mail programs will be able to see the full animation.

If you'd like to receive a copy of the newsletter your ad appears in, please sign up at the link below. You may cancel or adjust your selections at any time.

<http://subscribe.telephonyonline.com/subscribe.cfm?tc=NNWEB>