



IEEE Spectrum Online Advertising Materials Submission Specifications

GENERAL

Please identify the material being submitted as one of the following types of ads:
Product/Service Banner Advertisement
Sponsorship

Supply the URL for your advertisement. This is the link/Web address that the ad will connect with when a viewer clicks on it. An example of a URL is:
<http://www.spectrum.ieee.org>.

Standard turnaround is two days for non-rich media. For rich media including Flash, four to 10 business days. More may be required for testing of new media formats.

All materials should be provided to the IEEE Spectrum Advertising Production Manager via e-mail at advert-web@ieee.org.
Phone: +1 732 562 6334
Fax: +1 732 562 1745

BANNER ADS

We use Operative/DART for Publishers to traffic and serve our banner ads. Your ad creative must be prepared to the image size and file size specifications listed below.

In addition, please provide the following via email:
The image URL as described above in general
The size of the creative being supplied
The actual creative in one of these file formats:

Ad Unit Specs

Leaderboard

Dimensions: 728x90
File Size: 50K max
15 sec.
Loop Limit: 3x
Formats: GIF, JPEG, HTML, Flash
Alt Text: Not to exceed 70 characters

Medium Rectangle

Dimensions: 300x250
File Size: 50K max
15 sec.

Loop Limit: 3x
Formats: GIF, JPEG, HTML, Flash
Alt Text: Not to exceed 70 characters

Half Page

Dimensions: 300x600
File Size: 50K max
15 sec.
Loop Limit: 3x
Formats: GIF, JPEG, HTML, Flash
Alt Text: Not to exceed 70 characters

Topic Road Blocks

Topic Road blocks are available for standard and interstitial ads on topics pages, which provide an invaluable opportunity to own all ad positions for a specified time period on a vertical technology page. Topic Roadblocks target ad delivery to a specific term or word. Our new site allows for contextual advertising on all pages so your ads will appear beside relevant content if you choose this option. A visitor to all pages in this topic will see the same advertiser on all 4 ad units on all visits throughout the month of purchase.

TOPIC Roadblock Specs

- Leaderboard – 728x90
- Half Page – 300x600
- 2X Medium Rectangle – 300x250

Interstitials are also available on a CPM, weekly or monthly rate.

RICH MEDIA ADS – REQUIRE FILES TWO WEEKS IN ADVANCE OF POSTING

Welcome Mat

Dimensions: 640x480
File Size: 100K max
15 sec.
Loop Limit: 0x
Formats: GIF, JPEG, HTML, Flash
Alt Text: Not to exceed 70 characters

Peel Back

TEASER DIMENSIONS:

125 x 100

PAGE PEEL DIMENSIONS:

800 x 600

File Size: 100K max

Secs: 15

Formats: Flash* (We also accept third party tags)

Submission lead time: All ad units must be submitted 5 business days prior to campaign launch.

Set-up: Ad units consist of two GIFs and two SWFs, and JavaScript code. One small GIF

shows what the image looks like when it hasn't been peeled. A bigger GIF shows what the image looks like when it is peeled. A small SWF to shows the little peel. The bigger SWF file produces the peel back effect. Once those are all built properly by the Flash developer, it's just a matter of giving us the appropriate JavaScript code to build these to the page.

Interstitial

Dimensions:

640x480 File Size:

100K max 15 sec.

Loop Limit: 0x

Formats: GIF, JPEG, HTML,

Flash Alt Text: Not to exceed 70 characters

Navigation Tab Sponsorship

- Sponsored logo appears monthly on navigation tab
- 72 pixels wide max. x 30 pixels tall max.

Flash (.SWF) Ad Requirements:

* For Flash creatives:

Published .SWF must have ClickTag actionscripting in order to track clicks (do not embed the URL within the Flash file).

Provide linking URL

An alternate GIF/JPG (for each piece) is required for non-Flash users.

[Click here for more on required button formatting for all Flash banner ads \(PDF\)](#)

or visit Adobe resources:

<http://www.adobe.com/resources/richmedia/tracking/>

http://www.adobe.com/resources/richmedia/tracking/adserving_guide/

http://www.adobe.com/resources/richmedia/tracking/designers_guide