ENHANCED FOR TABLET
AD SPECS & GUIDELINES

Enhanced For Tablet (EFT) or fully-interactive ads designed with hotspots for extra layers/capabilities.

MAKEUP/POSITIONING

• Final ad placement is subject to editorial approval.

• No competitive separation guarantees.

• Editorial sensitivities will not need consideration since there are no ad/edit adjacencies.

TRACKING PIXELS POLICY

• We do not embed tracking pixels into ads. However, the advertiser can provide DFT creative and include a customized "vanity" URL that allows tracking from their site. The vanity URL would be set up to redirect to the URL they prefer.

FILE / CREATIVE SUBMISSION

• Templates will be provided

• Storyboards should be submitted prior to start of production

• Materials received on due dates or prior will receive content shared via Adobe Viewer for approval

• Materials need to be delivered as a .ZIP compressed folder via the Time Inc Ad Portal. Details are provided on the following pages.

• If resources are needed to assist with creative re-design, e-mail studios@timeinc.com or call David Ward at (212)522-9350. Time Inc. Studios specs can also be found at: *http://direct2time.timeinc.com/tablet/* under Enhanced For Tablet link.

FUNCTIONALITY

• Ad consists of a base page plus up to 3 additional hotspot layers/pages.

• Each ad can contain a total of 3 interactive elements. Each interactive element must be in its own page/layer. Interactive elements can be a combination of slideshow, sound, video and widgets. Combined file size cannot exceed 10MB.

• Embedded image slideshows can include up to 10 photos total (must be gallery images, not additional advertising pages)

• Combined run time for videos can not exceed 120 seconds. Videos cannot be updated once published.

• Web elements are accepted. Ad can have a maximum of three web-elements in addition to the hotspots.

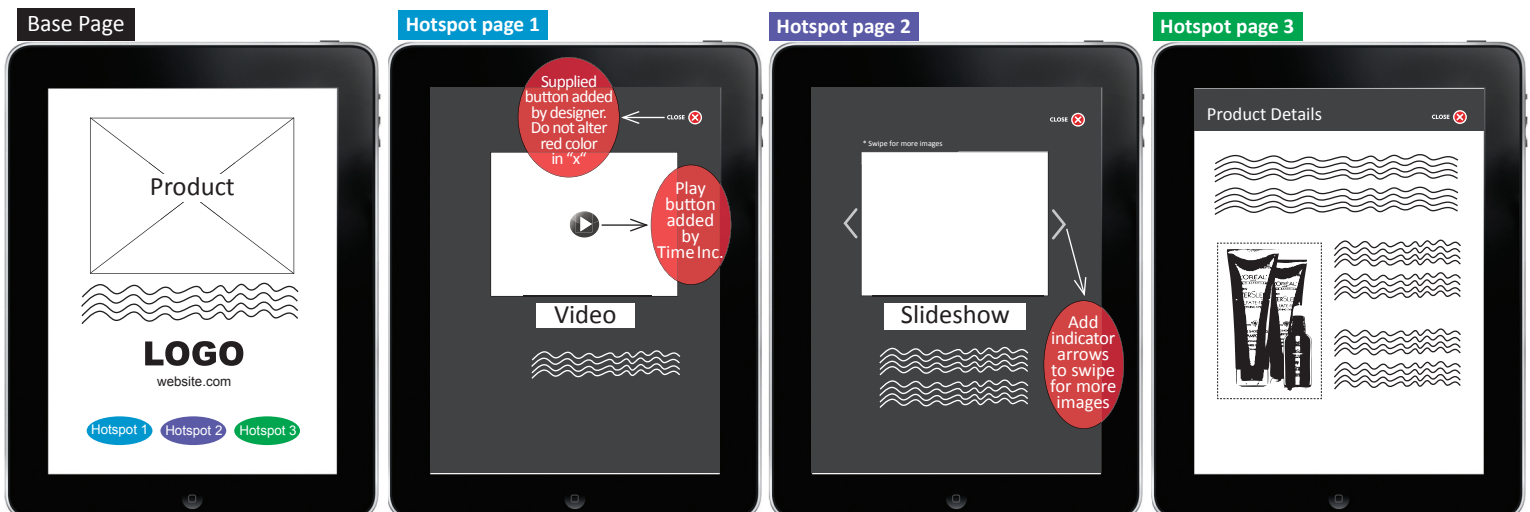• Advertiser logo must appear on at least 1st page in each orientation.

All Time Inc. titles run portrait-only, except: People

NOTES:

• Objects should be placed within safety zones.

• Logo must appear once on the base page.

• This page can have web-elements. Note that hotspot pages can also contain web-elements.

• Visual design should be clear so the user knows where to tap.

• Hotspot pages can be any combination of video, slideshow or sound. One interactive element is allowed per hotspot page.

• Hotspot pages must contain supplied close key. Video play button placed by Time Inc.

Double-click attachment for an Illustration of a digital ad safety zones

Enhanced For Tablet (EFT) interactive design & structure

Base Page
Product
LOGO
website.com
Hotspot 1   Hotspot 2   Hotspot 3

Hotspot page 1
Supplied button added by designer. Do not alter red color in "x"
← CLOSE ⊗
Play button added by Time Inc.
▶ →
Video

Hotspot page 2
CLOSE ⊗
* Swipe for more images
‹   ›
Slideshow
Add indicator arrows to swipe for more images

Hotspot page 3
Product Details   CLOSE ⊗

EFT Ad Specifications For Tablets

	Specifications for all tablet devices
Page Dimensions Points & Pixels	Based on InDesign settings, measurements are: *InDesign CS4 or older (size in points:* w x h) *InDesign CS5 or newer (size in pixels:* w x h) • Portrait: 768pt. x 1074pt. • Portrait: 768px. x 1074px. • Landscape: 1024pt. x 768pt. • Landscape: 1024px. x 768px.
Page Dimensions for creation in Photoshop	• Portrait: 3200px. x 4475px. at 300 DPI • Landscape: 4267px. x 3200px. at 300 DPI
Hot Zones	Tablet hot zones are at left, right and bottom margins. Design Web-element/URL within safety zone: Portrait Landscape • 78 pt./px. from left and right. • 59 pt./px. from left and right • 105 pt./px. from bottom. • 60 pt./px. from bottom
Slideshows	Photo slideshows can be put on any page. Photo goes full screen when user taps. Image dimensions must be the same in both orientations on 4x3 devices. Total number of images is 10. Format is JPEG. Resolution 300 DPI. RGB color space. Slideshow pages/images should include arrow indicators. Total file size for slideshows should not exceed 3 MB. Files must be named according to order of slideshow. (A portrait and landscape version of the same image will be considered 1 image.)
Video & Audio specs	All video will be streamed. In the initial view of the video, it should have an image and not a blank frame. Video frame must be positioned 78 points from the right and left margins and 105 points from bottom. Play button should not be included. On any pages containing video, video window should be designed large enough in case users decide not to play full-screen. Combined run time for videos is 120 seconds at maximum and 7 MB in combined size. Video ends on final frame, Final frame must be a visual not a blank frame. Audio combined size should be 3 MB at maximum. Auto-play video/audio can be embedded. Max file size is 1MB and max run time is 30 seconds. Video bar will display temporarily. There is no support for Adobe Flash Video in iPad. Video can be enlarged from frame size to full-screen. **TECHNICAL SPECS:** File Format: .MP4 Format/Compression: H.264; Frame Rate: 29.97 fps; Preferred size: • **4x3:** 480x360 pixels (no letterboxing). To avoid black bars (top/bottom) when video is launched to full size, video aspect ratio/size must be 4x3. • **16x9**: 480x270 In 16x9 (Android) devices, to avoid black bars (top/bottom) when video is launched to full size, video aspect ratio/size must be 16x9. Variable Bit Rate: Target Bit Rate: .6 Mbps (600kbits); Maximum Bit Rate: .8 Mbps (800kbits) Audio: MP3, 32 kbps, 22 kHz, Mono (sound level normalized to -6dBFS)
Web Elements	Web elements can be designed on either the base page or any hotspot layer. Direct URL provided by advertiser. Web content should be designed (if possible) to display correctly within browser frame. Although a site may display perfectly in a browser, it's not guaranteed that it will display as well in the device. The web page will display as soon as the user taps the web-enabled area button in the ad page. Web content is the legal responsibility of the advertiser. Content is available only when user is online. **NOTE:** • Web content will be display through in-app browser. • Sites should be HTML-based. Flash sites will not work on iPad.

EFT AD SPECIFICATIONS FOR TABLETS

HTML5 Hosted	• Static base page with a web element to launch to an advertiser hosted HTML5 unit. Base page needs to be provided for both portrait and landscape (for applicable titles). • Unit is viewable only when user is on-line. When off-line, user receives a "no internet connection" message. • Auto-play of video in HTML5 EFT ads is not supported. • Advertisers should test their HTML5 units before submitting via Adobe Content Viewer, a free app for iPad. For more information on how to load folio content to Adobe Content Viewer please refer to Adobe's DPS site. • **HTML5 functionality is not supported on Android devices due to inconsistent performance within the reader application. Static base page must be supplied with a web link to an HTML-based site.**
HTML5 Embedded	• Unit must not exceed 10 MB. • Unit is viewable when user is off-line. • Auto-play of video in HTML5 EFT ads is not supported. • CLICK ATTACHMENT for Embedded HTML5 specifications and recommended file structure. • Advertisers should test their HTML5 units before submitting via Adobe Content Viewer, a free app for iPad. For more information on how to load folio content to Adobe Content Viewer please refer to Adobe's DPS site. • **HTML5 functionality is not supported on Android devices due to inconsistent performance within the reader application. Static page must be supplied. Can substitute standard reader functionality such as web elements, slideshows, video.**

360° Viewer widget	• Format is JPEG. Resolution 132 DPI. Required number of images is 24.
	• All images must be the same size and must be named in numerical order without special characters or spaces. Ex: image01.jpg
	• The widget contains no visible slider or any other indication that it has functionality. All instructions must be designed into the layout but be completely outside the graphic frame that contains the widget.
	• Widget should not overlap any other interactive elements.
	• Advertisers must designate how widget should display:
	  1. Flip Book: user can swipe from first frame to last and back
	  2. Complete 360 Viewer: functions as a continuous loop. User can swipe from first frame to last and then start again with the first frame. How many times it plays depends on the size of the image and how far across the image the reader swipes their finger. It is not possible to control or predict how many times this will "loop" before the reader reaches the edge of the frame.
	
	• **HTML5 functionality is not supported on Android devices due to inconsistent performance within the reader aplication. Advertiser may replace the widget with a video.**
	(See video specifications above).

❖ *Format, deliverables, and more info in the following pages.*

FORMAT AND DELIVERABLES

Submit a .ZIP compressed folder via Time Inc Ad Portal. Direct link is: ***https://direct2time.sendmyad.com/***

Compressed folder should contain:

• Flattened JPEGs exported from InDesign. JPEG export quality must be set as "Maximum."

• Slideshow images at 300 DPI resolution. One set of slideshow images only for either or both orientations. Slideshow JPEG images displayed in small frame should be 300dpi at exact frame dimensions.

•Images for 360 Viewer at 132 DPI resolution. All images must be same size and named in numerical order (ex: image01.jpg).

• Video files: .MP4 file format videos.

• Audio files: Format .MP3.

• Rich Text document containing URL info or directions.

AD PORTAL INSTRUCTIONS:

• New users will need to create an account; Current ad portal users can use their existing account.

• From navigation bar on left, under "actions": 1) Select "send files" 2) Select "Enhanced for Tablet Ad" 3) Choose correct title/issue date and enter appropriate file information.

• Click "choose files", attach zip file containing all assets & jpegs for visual ID, and click upload.

AD PRODUCTION INFORMATION

We encourage our partners to submit storyboards to us prior to the material due dates to check everything is correct and in order.

Clear material instructions must be included in the Ad Portal job ticket. If any information changes after the materials are uploaded, an e-mail must be sent to the entire Ad Production team (contact info available by selecting contact info in Direct2Time.com) identifying what is changing and if/when new materials should be expected.

For pickup materials from a previous week, please send an e-mail to the entire Ad Production team clearly identifying the appropriate materials for pickup.