



General Specifications

All sites in the IDG TechNetwork accept all Rich Media creative for all ad units, including but not limited to:

- Eyeblander
- Pointroll
- Klipmart
- DART (Motif)

Ad materials served through a third-party vendor may have a maximum size limit of 95K. Ad materials hosted by IDG TechNetwork have a maximum size limit of 35K.

Additional Requirements

- **Video**
 - Can start with ad launch
 - User initiated video has no time limits
 - Must turn off with click or when rolled off
- **Sound**
 - Must be user initiated by click
 - Must have a control button to turn off sound
- **Pre-roll**
 - 30 second maximum

Banner Ads

- Maximum number of loops: 3
- Alt text: 60 Characters
- **Due Date:** Please allow 5 business days before live date.
- **Tracking:** IDG TechNetwork.com tracks click-throughs and impressions on all advertisements through Adify and provides the advertiser with periodic reports.

336x280 (IMU) \$150.00 Net

- Expandable units
- Left only
- Maximum size: 672x280

728x90 (Leaderboard) \$120.00 Net

- Expandable units
- Bottom only
- Maximum size: 728x225

160x600 (Skyscraper) 90.00 Net

- Expandable units
- Right only
- Maximum size: 400x600

Flash Files (Hosted by IDG TechNetwork)

- Provide creative in Flash (.swf) file format (35K max.)
- Include backup .gif (35K max.), to support viewers who do not have Flash enabled
- Provide clickthrough URL—do **NOT hard code the URL into the .swf file**
- Include a button action in the Flash file coded as follows:

```
on (release) {  
  getURL(_level0.clickTAG, "_blank");  
}
```

Peel Back Ad Unit

- Two creative components are needed to make up this unit, with both files not to exceed 95K in file size:
 - **125x100** – gif. or Flash teaser unit is located at the top right of the site
 - **800x600** – Ad size that the teaser folds to
- **Video**
 - Can start with ad launch
 - User initiated video has no time limits, but, must turn off with click or when rolled off of
- **Sound**
 - Must be user initiated by click
 - Must have a control button to turn off sound
- **Due Date:** Please allow 5 business days before live date.



Welcome Ads

A take-over ad that welcomes users to IDG TechNetwork site

- Dimensions: 640x480
- May include 20 seconds maximum of video and sound
 - Video can start with ad launch
 - Sound must be user initiated by click and have a control button to turn off sound
- Maximum file size: 95K
- **Due Date:** Please allow 5 business days before live date.

Ez-Blaster Units

These units are custom designed by IDG TechNetwork. These units are located under the 336x280 ad unit; when user rolls over the company logo and teaser, unit will expand to a 620x250 ad with interactive features.

- Company logo
- 3 sets of content, each with title and 50 words
- For more information on these units, please contact [IDG Tech Network's Client Services Department](#)

In banner Video/Webcast Units

We can accept the following formats for IMU Video ads, with no time limits for the videos:

- 320 X 240 Encoded Flash Video Files (.FLV)
- .wmv
- QT.MOV
- DV Cam Tape (**Preferred**)

Text Links

- 55 characters with linking URL
- **Tracking:** IDG TechNetwork.com tracks click-throughs on all advertisements through Adify, and provides the advertiser with periodic reports.
- **Due Date:** Please allow 5 business days before live date.

Newsletters

- 55 characters with linking URL
- **Tracking:** IDG TechNetwork.com tracks click-throughs on all advertisements through Adify, and provides the advertiser with periodic reports.
- **Due Date:** Please allow 5 business days before live date.

White Papers:

- Must include title of white paper
- 50-word summary
- Link to PDF file or actual PDF file
- **Due Date:** Please allow 5 business days before live date.