

Banner Advertising Fact Sheet

All Jupiter Web sites accommodate several sizes of banner creatives. We accept a wide variety of rich media creative units.

All banners must conform to the following specifications:

Standard Creative Units	Max File Size	Banner Size specifications
Leo	25K	width may range between 468 and 750 pixels height may range between 60 and 100 pixels
Bob	50K	width may not exceed 360 pixels height may not exceed 300 pixels
Sky	35K	width may not exceed 160 pixels height may not exceed 800 pixels
Half Page	50k	Width may not exceed 360 pixels Height may not exceed 800 pixels
Other Creative Units	Max File Size	Banner Size specifications
125 x 125	15K	125x125 pixels
120 x 30	5K	Premium Position Logos on The Lists sites
CIU (Content Integration Unit)	Text Ad	200 characters (including spaces)
Marketplace (graphic)	12k	150 X 30 Graphic plus 2 lines of text (45 characters including spaces) 3 loop max
Text Marketplace (on graphics.com network)	none	Ad titles limited to 25 characters Description to 70 characters
Billboard (on graphics.com network)	15K	125 X 125 max (no animations or looping) Up to 200 characters (breaks determined by JupiterWeb)
Featured Links	Text Ad	100 characters (including spaces)

All interactive ads must be initiated by a user's action. The user must either mouse over or click on the ad before the ad can play video, play sound, display drop down menu or any other interaction.

Third Party Ad Serving:

Jupiter Web has tested and will accept third party ads from AdForce, AdKnowledge, Bluestreak, DoubleClick, Enliven, MatchLogic, Mediaplex, Real Media, Pointroll and Eyeblander. Any new third party ad serving technology will require 5-business day testing period. In order to count clicks on 3rd party rich media creatives, the 3rd party ad server needs to set up the click function prior to sending the ad tags.

Targeting

Jupiter Web can target by country, top level domain, US geographical regions and browser type. Targeting by top level domain, US geographical region and browser type can only be sold by impression goal with no guaranteed date range.

Testing

Jupiter Web requires 3 business days for testing of Rich Media and 5 business days for testing of new technology banners.

Reporting

Reports detailing campaign performance are available online. Your sales representative will provide you with a login and password for each campaign.

Submission Instructions

Submit banner creative to:

banners@internet.com

Include live linking URL and ALT text. (ALT text may not exceed 55 characters including spaces).

We require 2 business days for implementation of campaigns and creative refreshes.

Creative Limits

Jupiter Web has a maximum of 3 banners or unique URLs per placement.

Creative Modifications

When necessary, Jupiter Web may make the following modifications to a creative:

- Change the name of the file.
- Add a re-direct to our servers to the click-thru URL so that our ad server can count clicks.
- Add a command to open a new browser window when users click.
- Add a 1x1 pixel to all HTML banners to allow our ad server to count impressions.

Counting Impressions & Clicks, Spider Filtering

Jupiter Web counts impressions only when a creative is viewable in a user's browser. Clicks are recorded at the moment it writes the 'redirect' to the socket. We

employ aggressive spider filtering detection methods for both impressions and clicks.

Text Content & Relevance for Billboards & Marketplace Ads

- Your ad copy must directly relate to the content on the landing page for your ad.
- No repeated and unnecessary punctuation or symbols.
- Your title may not contain an exclamation point.
- Your ad text may only contain one exclamation point.
- No excessive capitalization such as "FREE" or "CLICK HERE." (Capitalization of the first letter of each word within your displayed URL is permitted.)
- The use of symbols, numbers, or letters must adhere to the true meaning of the symbol.
- Your ad cannot contain offensive or inappropriate language.
- Your Destination URL must work properly.
- Your Destination URL must link to a working website. You cannot link to an email address or a file (ex. an image, audio, video, or document file that requires an additional program or application to open or run).

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Banner Advertising Creative Specifications

We accept the following creative formats:

	Format	Specifications
Simple Creative	GIF GIF 89 JPEG	Animation is accepted with no looping limit. There must be at least a 1 second delay between frames.
Rich Media	Flash/Shockwave	<p>Since not all browsers support Flash/Shockwave, banner code must be degradable Flash 6 or less and must serve a backup GIF file. Jupiter Web does not allow banners to automatically download plug-ins or ask the user to download plug-ins. If the ad is 3rd party served, the advertiser must implement code in their ad that automatically recognizes whether or not the required plug-in is installed. If the plug-in is not detected, a back-up .gif ad must be served. If the ad is not 3rd party served, the client must provide .swf and .gif file. Advertisers must not modify the Menu command in the html which specifies what type of menu the viewer receives when right-clicking (Windows) or command-clicking (Macintosh) the movie area in the browser; this must be left to the default of True. Clients must provide .swf and .gif.</p> <p>Since click through locations must be hard coded into Flash movies, we cannot track click through results on Flash/Shockwave banners unless the advertiser adds the necessary redirect string to the click through variable. Please contact your local sales rep for the OAS Flash Procedure document for further information.</p>
	HTML	<p>In order for us to track clicks, please use the "GET" method for form submission.</p> <p>Due to the differences in how Macintosh and PCs render pop-up menus and text entry fields, please allow extra horizontal space so that they do not extend beyond their intended width or height.</p>
	Inline Frames (I-Frames)	We accept I-Frame/Javascript. Due to some Netscape browser limitations, we will not accept any banners with H-layer code.
	Java	Since all browsers do not support Java, and the user can disable it, banner codes must be degradable and must serve a backup GIF file.
	Streaming Video	Streaming video banners must be kept under the maximum allowed file size. We require 5-day testing period for all streaming video banners.
	Real Audio	Audio banners must be initiated by a users' action. The user must mouse over or click on the banner before any sound is played.
	Pop-up/Pop-under Expandable	We will accept Pop-up/Pop-under Window and expandable banners on a case-by-case basis, depending on the site. Expansion of banners must be initiated by a users' action. Please speak to your local sales representative for further information.