

**Video Player**  
 0:00 / 0:00 | Share | Expand

**Article Content**  
 Lorem ipsum dolor sit amet  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus, tortor viverra condimentum.  
 Comments 3 | Rate this  
 • Related Video Story  
 • Related Story One  
 • Related Story Two

**Comments**  
 • Lorem ipsum dolor sit amet, consectetur 2 min ago  
 • Adipiscing elit - sed dapibus tortor viverra  
 • Dolor sit amet lorem ipsum 34 min ago

**Weather Radar**  
 100° Party Cloudy | Chance: 100%  
 Radar | Currently | Traffic  
 61° California City 63°  
 57° 59° 61°  
 58° 57° 58° 64°  
 Goleta Barbara Santa Clara Palmdale Apple Valley  
 Change Location | Type City or Zip | Go  
 • Record number of tornadoes this year  
 • Aftershocks set of new tidal wave

**300x250 Ad**

**638x60 Ad**

**Headline Bin**  
 • Lorem ipsum dolor sit amet consectetur adipiscing  
 • Sed dapibus, tortor viverra condimentum

**Headline Bin**  
 • Lorem ipsum dolor sit amet consectetur adipiscing  
 • Sed dapibus, tortor viverra condimentum  
 • Lorem ipsum dolor sit amet consectetur adipiscing

**Daily Poll** Results  
 Which kind of container do you prefer your tasty fountain beverages to be poured into?  
 Styrofoam 62.8%  
 Plastic 62.0%

**Popular Video**  
 Video One |  
 Mars Rover | Hogan Jail Tape | Train Derails | Soldier Dies | Indiana Jones | New Space Video  
 More Video »



# LIN New Media Sites

Advertising and Sponsorship Opportunities

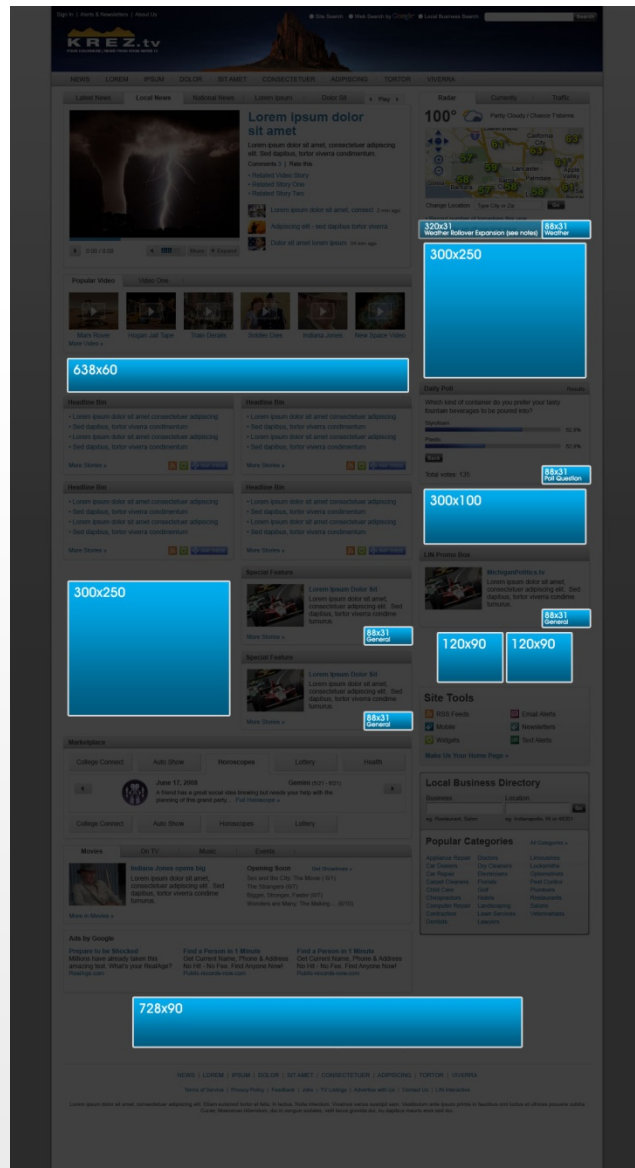
Last Updated: 09/29/2009



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# Page-by-Page Overview

## Home Page



### Rich-Media or Display Opportunities

- Two (2) 300x250 placements
- One (1) 300x100 placement
- One (1) 728x90 placement (bottom only on home page)

### Display Only Opportunities

- One (1) 120x90 paired placement
- One (1) 638x60 placement

### 88x31 Sponsorships

- One (1) 88x31 sponsorship in the Weather – Traffic module
- One (1) 88x31 sponsorship in the Poll module
- Up to three (3) additional 88x31 sponsorships
- Only the following modules are eligible: ENT, HAM1 (Abstract & Thumbnail only)
- 88x31 may not display in HAM1 Headline configuration, IMAGES, MP1
- Maximum of five (5) 88x31 sponsorships displaying on home page at one time
- 88x31 must be long-term sponsorships

### Special Notes for the Home Page

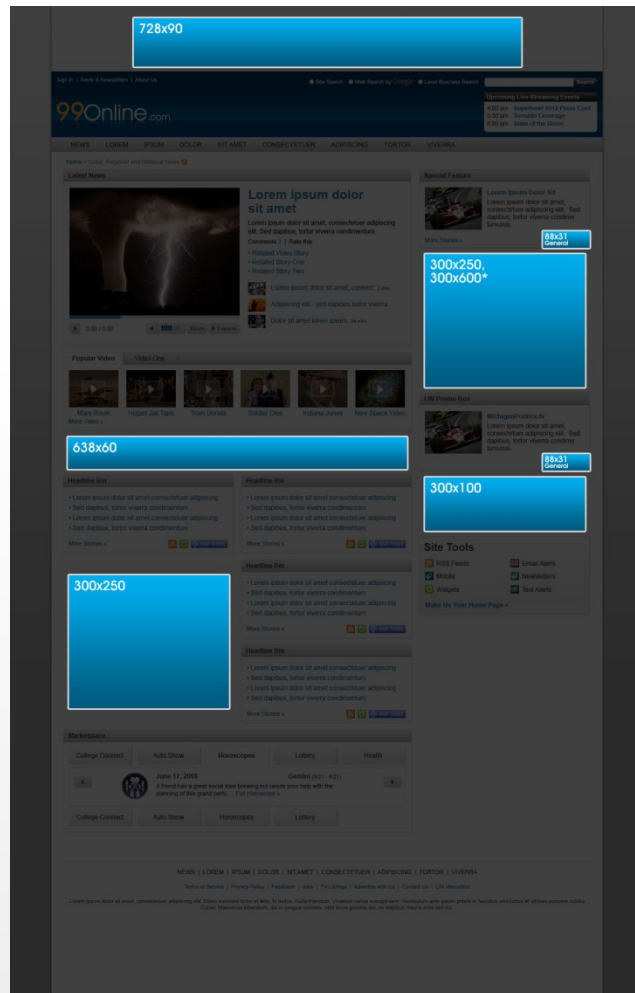
- There are to be no ad units in the header
- The promo box is for station brand promotion only
- Converting the 88x31 into an expandable unit from 88x31 > 320x31 requires a Motif ad or Google Rich Media ad to be packaged by the Google Rich Media team and therefore, may take longer than the normal 3 day SLA depending on the production queue at Google

\* Design guidelines will be detailed on a later slide.



# Page-by-Page Overview

## Hard News Pages



### Rich-Media or Display Opportunities

- Two (2) 300x250 placements; the column 3 300x250 slot may also be sold as a 300x600 skyscraper provided the CPM and creative are approved
- One (1) 300x100 placement
- One (1) 728x90 placement

### Display Only Opportunities

- One (1) 638x60 placement

### 88x31 General Sponsorships

- Two (2) 88x31 sponsorships max at one time
- Only the following modules are eligible: ENT, HAM1 (Abstract & Thumbnail only)
- 88x31 may not display in HAM1 (Headline), IMAGES, MP1, MP4, DWHAM (Headline)
- These are intended to be long-term sponsorships

### Special Notes for Hard News Pages\*

- There are to be no ad units in the header
- The promo box is for station brand promotion only

### \* Definition of Hard News vs. Soft News

•**Hard News Examples:** News, Local News, State News, International News, US News, Politics, Business, Strange/Offbeat

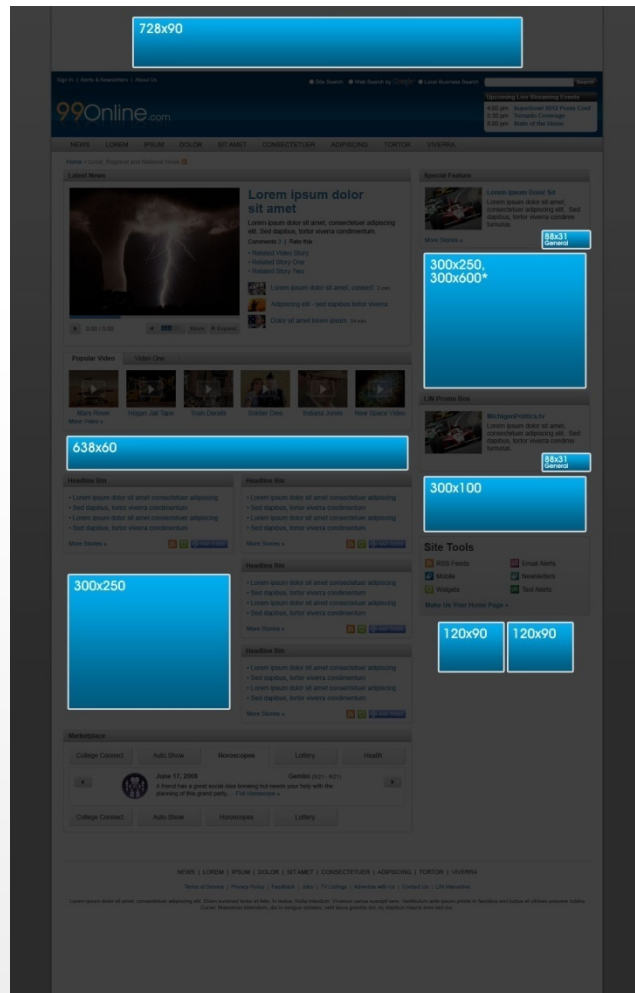
•**Soft News Examples:** Sports, Health, Weather, Entertainment

\* Design guidelines will be detailed on a later slide.



# Page-by-Page Overview

## Soft News Subindex Pages



### Rich-Media or Display Opportunities

- Two (2) 300x250 placements; the column 3 300x250 slot may also be sold as a 300x600 skyscraper provided the CPM and creative are approved
- One (1) 300x100 placement
- One (1) 728x90 placement

### Display Only Opportunities

- One (1) 120x90 paired placement
- One (1) 638x60 placement

### 88x31 General Sponsorships

- Two (2) 88x31 sponsorships max at one time.
- Only the following modules are eligible: ENT, HAM1 (Abstract & Thumbnail only)
- 88x31 may not display in HAM1 (Headline), IMAGES, MP1, MP4, DWHAM (Headline)
- These are intended to be long-term sponsorships

### Special Notes for Soft News Pages

•The header graphic for the weather category page may be changed to reflect a sponsorship but will not be clickable or trackable – it shall be comprised of the words “sponsored by” + Sponsor Logo only with transparent background (see example below). Recommended logo max size: 100x31

- Hard News examples (ineligible for sponsorship):** News, Local News, State News, International News, US News, Politics, Business, Strange/Offbeat
- Soft News examples (eligible for sponsorship):** Sports, Health, Weather, Entertainment, 88x31 General Sponsorship can only display in the following module types: DIR, ENT, HAM1 Abstract & Thumbnail configuration only.

- There are to be no ad units in the header
- The promo box is for station brand promotion only



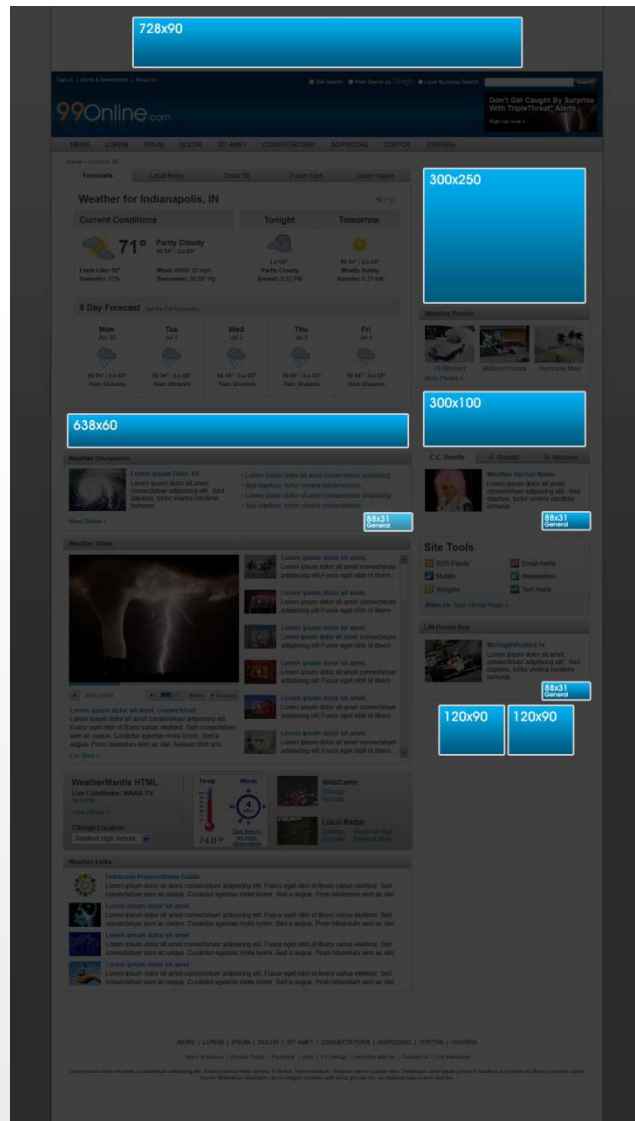
\* Design guidelines will be detailed on a later slide.



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# Page-by-Page Overview

## Weather Category Page



### Rich-Media or Display Opportunities

- One (1) 300x250 placement
- One (1) 300x100 placement
- One (1) 728x90 placement

### Display Only Opportunities

- One (1) 120x90 paired placement
- One (1) 638x60 placement

### 88x31 General Sponsorships

- The large WEX2 module may carry static 88x31 sponsor that may be unique by primary tab except within the Current Conditions + Extended configuration which cannot accommodate it from a technical perspective
- Three (3) 88x31 sponsorships max at one time
- Only the following modules are eligible: HAM1 (Abstract & Thumbnail), DWHAM (only on Weather and Video pages), BLOG1
- 88x31 may not display in HAM1 (Headline), IMAGES, MP1, MP4
- These are intended to be long-term sponsorships

### Special Notes for Weather

- The header graphic for the weather category page may be changed to reflect a sponsorship but will not be clickable or trackable – it shall be comprised of the words “sponsored by” + Sponsor Logo only with transparent background (see example below). Recommended logo max size: 100x31
- The promo box is for station brand promotion only

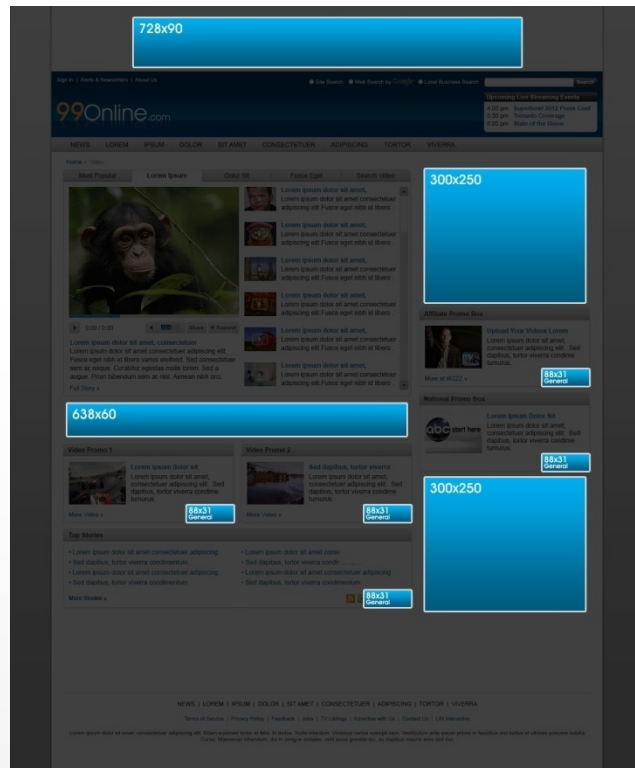


\* Design guidelines will be detailed on a later slide.



# Page-by-Page Overview

## Video Category Page



### Rich-Media or Display Opportunities

- Two (2) 300x250 placements
- One (1) 728x90 placement

### Display Only Opportunities

- One (1) 638x60 placement

### 88x31 General Sponsorships

- Five (5) possible locations – maximum of 3 allowed at same time
- Only the following modules are eligible: ENT, HAM1 (Abstract & Thumbnail), DWHAM (only on Weather and Video pages)
- 88x31 may not display in HAM1 (Headline), IMAGES, MP1, MP4
- These are intended to be long-term sponsorships

### Special Notes for Video

- The header graphic for the video category page may be changed to reflect a sponsorship but will not be clickable or trackable – it shall be comprised of the words “sponsored by” + Sponsor Logo only with transparent background (see example below). Recommended logo max size: 100x31
- The promo box is for station brand promotion only



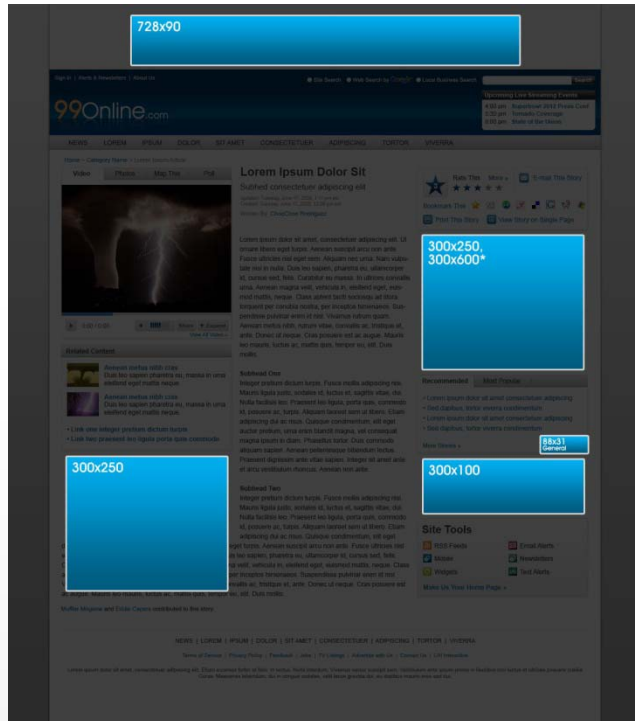
\* Design guidelines will be detailed on a later slide.



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# Page-by-Page Overview

## Article Page



### Rich-Media or Display Opportunities

- Two (2) 300x250 placements; the column 3 300x250 slot may also be sold as a 300x600 skyscraper provided CPM and creative are approved
- One (1) 300x100 placement
- One (1) 728x90 placement

### Special Notes for Article Page

- The 300x250 placement in the right rail may be substituted with a 300x600 provided the CPM and creative are approved
- The promo box is for station brand promotion only

\* Design guidelines will be detailed on a later slide.



# Module Definitions

## Who's Who of Modules on the DPG Platform

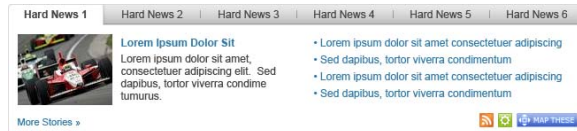
### DWHAM (Headline)

Typical Locations: Sub-category pages, stories, verticals  
Eligible for 88x31 only on video and weather pages



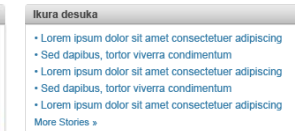
### DWHAM (Thumb & Abstract | Headline)

Typical Locations: Sub-category pages, stories, verticals  
Eligible for 88x31 only on video and weather pages



### HAM (Headline)

Typical Locations: All page types  
Ineligible for 88x31



### HAM (Abstract & Thumbnail)

Typical Locations: All page types  
Eligible for 88x31



### DIR

Typical Locations: Home, category pages  
Ineligible for 88x31



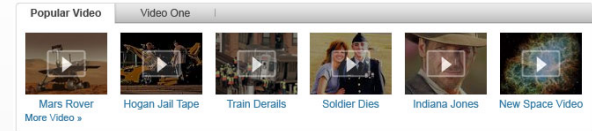
### ENT

Typical Locations: Home, category pages, event pages  
Eligible for 88x31



### IMAGES

Typical Locations: Home, category pages, sub-category pages  
Ineligible for 88x31



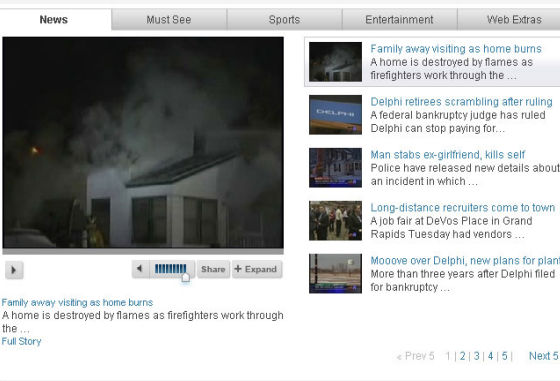
### WEX2

Typical Locations: Weather pages  
Eligible for 88x31 except Current Conditions & Extended configuration



### MP4

Typical Locations: Video category page, select verticals  
Ineligible for 88x31



### MP1

Typical Locations: Home, category pages, sub-category pages  
Ineligible for 88x31

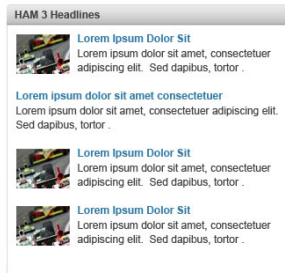


# Module Definitions

## Who's Who of Modules on the DPG Platform

### HAM3

Typical Locations: Sub-category pages, verticals  
Ineligible for 88x31



HAM 3 Headlines

**Lorem Ipsum Dolor Sit**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus, tortor.

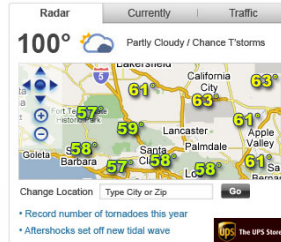
**Lorem ipsum dolor sit amet consectetur**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus, tortor.

**Lorem Ipsum Dolor Sit**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus, tortor.

**Lorem Ipsum Dolor Sit**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus, tortor.

### WEX TRFX (Weather – Traffic)

Typical Locations: Home  
Eligible for 88x31



Radat Currently Traffic

100° Partly Cloudy / Chance T'storms

California City 63°

61°

57°

59°

61°

61°

58°

58°

61°

Goleta Barbara Santa Clara Palmdale Apple Valley Lancaster

Change Location Type City or Zip Go

- Record number of tornadoes this year
- Aftershocks set off new tidal wave

The UPS Store

### POLL

Typical Locations: Home, category pages  
Eligible for 88x31



Daily Poll Results

Which kind of container do you prefer your tasty fountain beverages to be poured into?

Styrofoam 62.8%

Plastic 62.8%

Back

Total votes: 135

The UPS Store



# Design & Technical Guidelines

## General Specifications

### General Rules

- Only 728x90, 300x250, 300x100 or 300x600 ads may be scheduled as rich media or Flash animations. Gif animation should be avoided due to propensity for file bloat – especially in 728x90 or 300x250 ad slots
- All Rich Media ads must have an accompanying no-flash display ad (.gif or .jpg) for users who may not have the Flash plug-in installed on their computer or who may have rich media ads blocked
- There may not be any animation in 88x31, 120x90 or 638x60 placements
- All ads must open in a new browser window when user clicks on them
- All ads with white backgrounds must have a minimum 1px border with the color assigned to #dadada to clearly distinguish itself as advertising from editorial content
- All ads must have the advertiser clearly identified
- Ads should not mislead users into navigating to a site that is not related to the ad content or offer
- There should be no auto-play audio
- Rich Media ad guidelines for overlays, push-downs and in-Flash video are detailed on the slides named “Rich Media: Overlays & Push-Downs” and “Rich Media: In-Flash Video”; Rich Media packages must be reviewed for pricing and creative standards
- Ads may not incorporate faux functionality elements including, but not limited to, elements designed to mimic a PC or Macintosh operating system or dialogue box
- Ads must not give the appearance of editorial content
- Ads may not emulate LIN Interactive web site styles or buttons
- Ads may not have transparent backgrounds without borders
- All public policy, advocacy, political or candidate advertising must include a “Paid for by \_\_\_” label on all frames of the ad to clearly indicate who placed the ad
- All ads are subject to LIN Interactive approval – we reserve the right to reject any ad creative



# Design & Technical Guidelines

## Rich Media: Overlays & Push-Downs

### Overlays & Push-Downs

- All overlays and push-downs must be approved by LIN Interactive from money and creative perspective
- All ads must include a close button that allows users to retract or close the expanded state of the ad
- If the ad action (overlay or push-down) is enabled, it must close after 3 seconds if the user does not click to close
- There are three levels of Overlays & Push-Downs that can be offered:
  - \$: All ad actions must be user-initiated (click)
  - \$\$: Ad actions may expand on user rollover
  - \$\$\$: Ad actions may expand on page load
- These \$ thresholds are not universally defined – please work with Corp to determine individual market thresholds

### Expansion Maximums by Type

#### Overlays

Expansion type that overlays or covers up content

**300x250:** Can only expand down or left from column 3; down or right from column 1. A column must be selected based on expansion direction. If expanding vertically, max size is 300x600. If expanding horizontally, max size is 600x250.

**728x90:** Can only expand down to max size of 728x180.

#### Push-Downs

Expansion type that pushes content below downward

**300x250:** Can only expand to push content downward. Must expand to 300x600.

**728x90:** At this time push-down in 728x90 ad call is not supported.



# Design & Technical Guidelines

## Rich Media: In-Flash Video

### In-Flash Video

- In-Flash Video cannot just be the canvas of a pre-roll placed in a 300x250 ad space & must be framed within the context of an ad
- Video must be streamed in to preserve file size rather than being included as part of the swf (see example below)
- There is no explicit limit on length for user initiated actions (click and rollover); length for autoplay level of buy must be negotiated



**In-Flash Video Canvas** where a video plays within the context of non-preroll ad slot



**In-Flash Video Canvas** where a video plays within the context of non-preroll ad slot

- There are three levels of In-Flash Video ads that can be offered:

- \$: Video must be user-initiated (click); user-initiated audio only
- \$\$: Video may expand on user rollover; user-initiated audio only
- \$\$\$: Video may play on page load with no audio; user-initiated audio only
- These \$ thresholds are not universally defined - please work with Corp to determine individual market thresholds



# Design & Technical Guidelines

## Ad Specifications Overview

Dimensions	Flash or Rich Media Allowed	Max File Size (Image)	Max File Size (Flash*)	Max Initial File Size (Full Rich Media* Only)	Max Polite File Size (Full Rich Media* Only)	Max Total File Size (Full Rich Media* Only)
300x250	Yes	40k	40k	40k	80k	120k
300x100	Yes	40k	40k	40k	80k	120k
728x90	Yes	40k	40k	40k	80k	120k
300x600	Yes	40k	80k	80k	160k	240k
638x60	No	40k	NA	NA	NA	NA
120x90	No	20k	NA	NA	NA	NA
88x31	No	10k	NA	NA	NA	NA

### Special Rules for 88x31 Sponsorships

- 88x31 must consist only of a logo on a transparent background
- Logos may not carry any animation
- Because these are intended to be long-term sponsorships, LIN Interactive reserves the right to require design changes before sponsorships are scheduled for production

### Special Rules for 120x90 Placements

- 120x90 advertisements must appear as a single pair only and should not both contain the same advertiser

\* **Not all Flash is classified as Rich Media.** Rich Media means non-traditional Flash such as overlays, push-downs, in-Flash video, etc. When creating normal animated Flash files locally, Initial File Size must be used. Polite and Total file sizes are only applicable for Rich Media which requires packaging within a Rich Media framework such as Google Rich Media, Pointroll, etc.



# Design & Technical Guidelines

## Flash, Rich Media & Pre-Roll Requirements

### Flash Creative Requirements

**Version Compatibility:** Flash ads must be backwards compatible to Flash 9.

**Frame Rate:** Must be no more than 24 fps.

**Animation Maximums:** 20 seconds or 3 loops (whichever is less) – ads may not contain continuous animation of any kind including background elements or text.

**Expandable Rich Media:** See the slide titled “Rich Media: Overlays, Push-Downs & In-Flash Video”. Not all Flash is classified as Rich Media. Rich Media means non-traditional Flash such as overlays, push-downs, in-Flash video, etc.

**Audio/Video:** Non-user-initiated audio is not allowed. For use of in-Flash video, refer to the slide named “Rich Media: In-Flash Video” for rules governing its use in non-pre-roll advertising.

#### Use of clickTag

Author of the Flash must assign a clickTag variable using a getURL button action with target assigned as \_blank to open a new window upon user click.

#### Example of Code

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

### Video Pre-Roll Guidelines

**Version Compatibility:** Markets already under centralized ad ops will be responsible for file conversion and must supply a URL to the flv file once it's been uploaded.

Eg. [http://media2.fox11online.com/video/preroll/VanVreedes\\_SWL.flv](http://media2.fox11online.com/video/preroll/VanVreedes_SWL.flv)

**Spot Length:** :05, :10, :15

**Dimensions:** 320x240 or 640x480

**Size:** Max 40k for initial load and up to 100k streaming

No playback controls allowed – all playback control will be provided within the LIN Interactive video player

