

Design & Technical Guidelines

Flash, Rich Media & Pre-Roll Requirements

Flash Creative Requirements

Version Compatibility: Flash ads must be backwards compatible to Flash 8

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: Expanding ads are not supported at this time

Audio/Video: Ads may not contain autoplay audio and/or video – all audio and/or video must be user-initiated

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(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

Spot Length: :05, :10, :15

Dimensions: 320x240 or 640x480 **Spot Length:** :05, :10, :15

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

