

# LIN Interactive Site Redesigns

Advertising and Sponsorship Opportunities

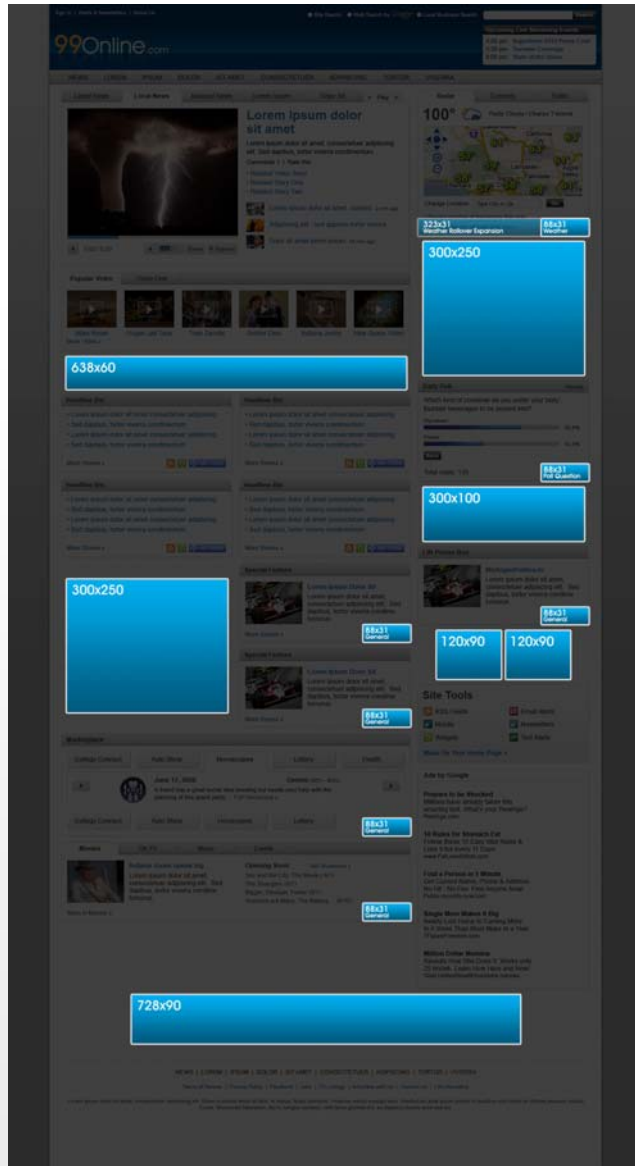
Last Updated: 2/23/2009



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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: DIR, 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

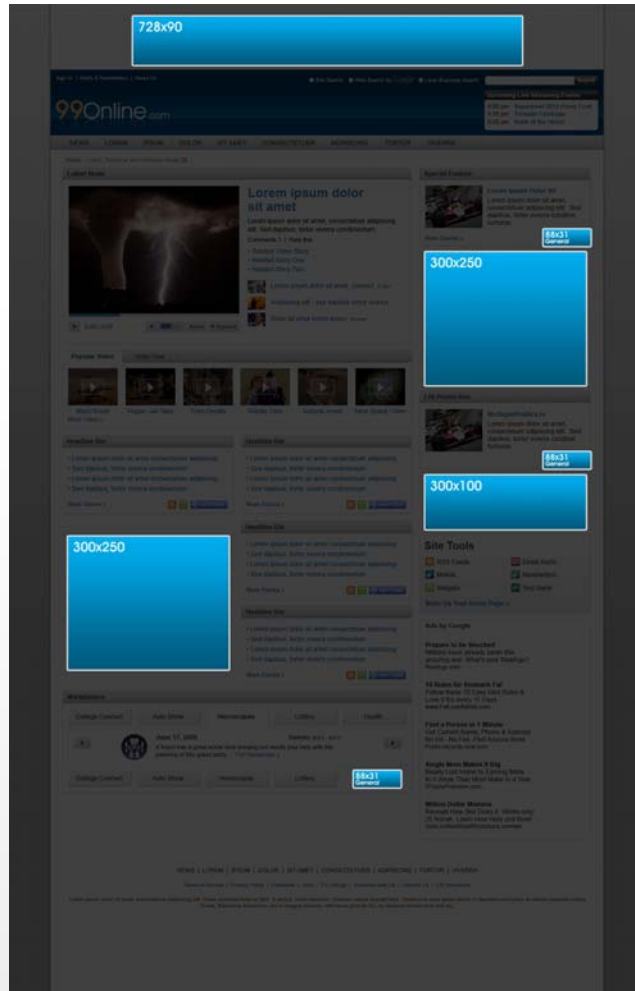
- There are to be no ad units in the header
- The promo box is for station brand promotion only

\* 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
- One (1) 300x100 placement
- One (1) 728x90 placement

### 88x31 General Sponsorships

- Three (3) 88x31 sponsorships max at one time
- Only the following modules are eligible: DIR, 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

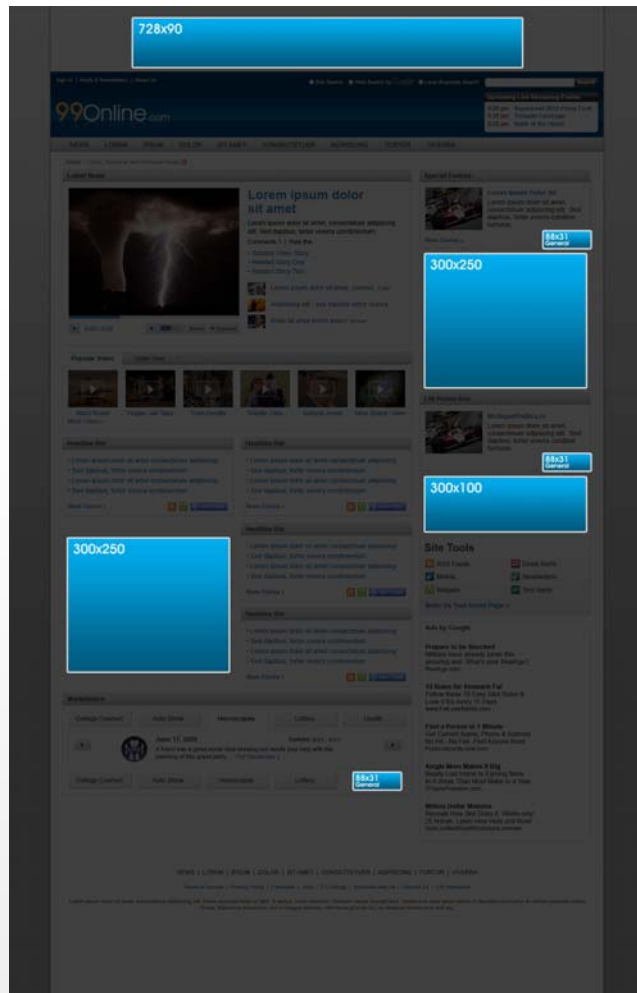
- There are to be no ad units in the header
- The promo box is for station brand promotion only

\* 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
- One (1) 300x100 placement
- One (1) 728x90 placement

### 88x31 General Sponsorships

- Three (3) 88x31 sponsorships max at one time.
- Only the following modules are eligible: DIR, 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, 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



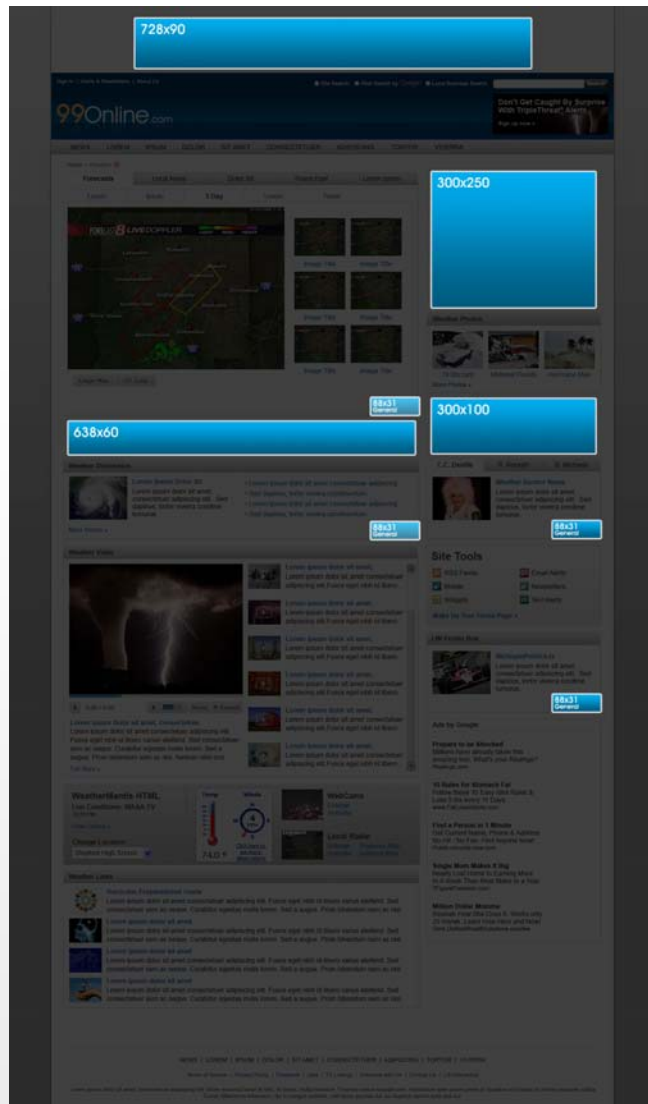
\* Design guidelines will be detailed on a later slide.



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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) 638x60 placement

### 88x31 General Sponsorships

- The large WEX2 module may carry static 88x31 sponsor that may be unique by tab (either primary or secondary tab within the module)
- Three (3) 88x31 sponsorships max at one time
- Only the following modules are eligible: DIR, 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.



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# Page-by-Page Overview

## Video Category Page



### Rich-Media or Display Opportunities

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

### 88x31 General Sponsorships

- Five (5) possible locations – maximum of 3 allowed at same time
- Only the following modules are eligible: DIR, 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



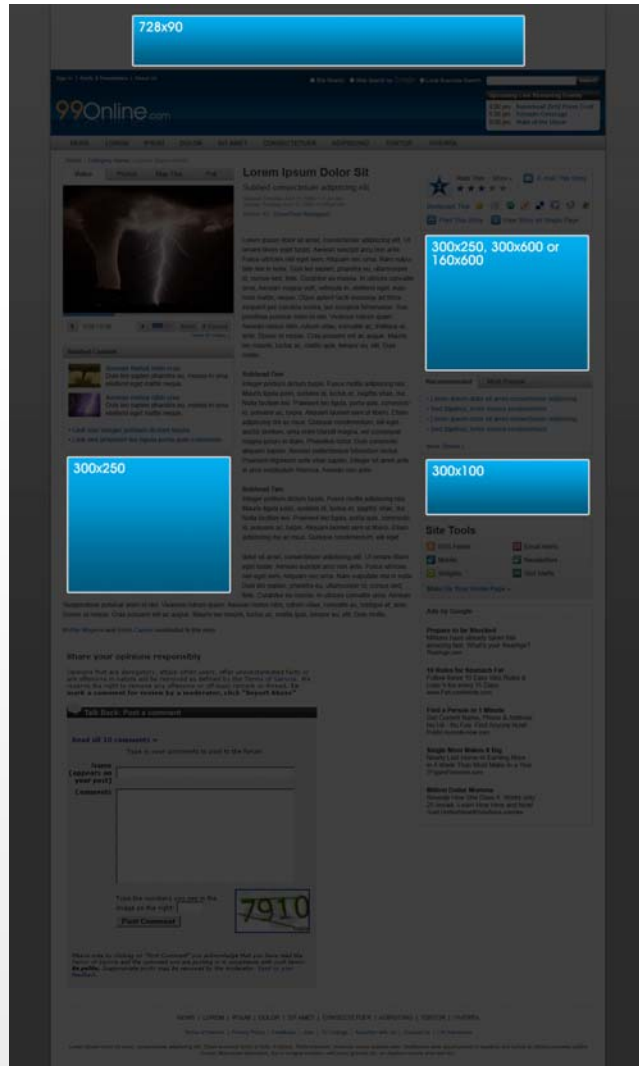
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# Page-by-Page Overview

## Article Page



### Rich-Media or Display Opportunities

- Two (2) 300x250 placements
- 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 or a 160x600 skyscraper
- The promo box is for station brand promotion only

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



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# Design & Technical Guidelines

## General Specifications

### General Rules

- Only 728x90, 300x250, 300x100 or skyscrapers may be scheduled as rich media ads or be otherwise animated (.gif)
- 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
- All actions within ads must be user-initiated
- 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

## Ad Specifications Overview

| Dimensions | Rich Media / Animation Allowed | Max File Size (Image) | Max Initial File Size (Flash) | Max Polite File Size (Flash) | Max Total File Size (Flash) |
|------------|--------------------------------|-----------------------|-------------------------------|------------------------------|-----------------------------|
| 300x250    | Yes                            | 35k                   | 40k                           | 80k                          | 120k                        |
| 300x100    | Yes                            | 25k                   | 40k                           | 80k                          | 120k                        |
| 728x90     | Yes                            | 35k                   | 40k                           | 80k                          | 120k                        |
| 300x600    | Yes                            | 40k                   | 80k                           | 160k                         | 240k                        |
| 160x600    | Yes                            | 40k                   | 80k                           | 160k                         | 240k                        |
| 638x60     | No                             | 30k                   | NA                            | NA                           | NA                          |
| 120x90     | No                             | 10k                   | NA                            | NA                           | NA                          |
| 88x31      | No                             | 5k                    | 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



# 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](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

