POPSUGAR

Advertising Specifications

POPSUGAR Ad Specs

Standard Display

POPSUGAR offers IAB standard display formats across each channel.

Creative Types

Image: Up to 40kb, JPG, PNG or GIF

Flash: Up to 50kb, Flash 10/AS3/25 fps

File Dimensions

Leaderboard

- 728 x 90 (WxH)
- 728 x 180 (expansion limit)

Medium Rectangle

- 300 x 250
- 600 x 350 (expansion limit)

Half Page

- 300 x 600
- 600 x 600 (expansion limit)

Gallery Interstitial

- 550 x 550 (no expansion permitted)

Allowances

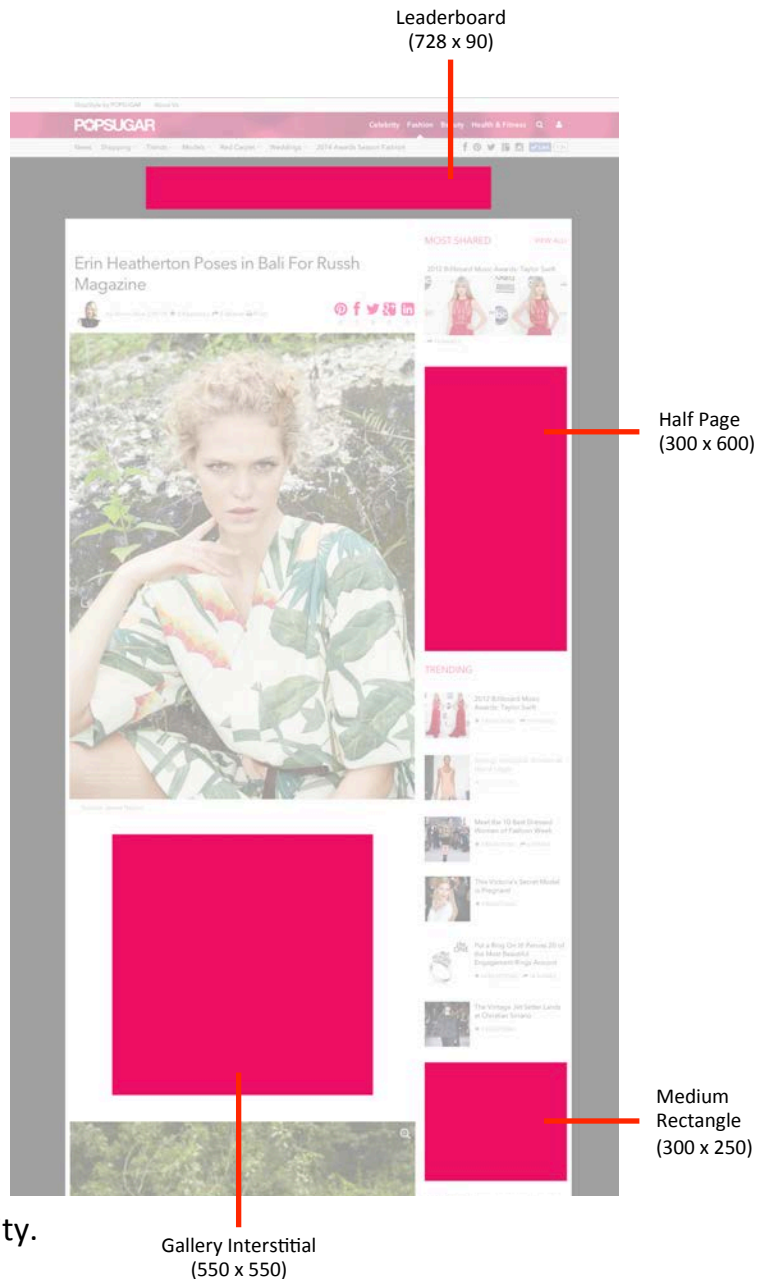Third party ad serving.

Video: 1MB Polite, 9MB Extended.

Expansion: Must be built into the creative files or tags provided.

Allure does not produce this functionality.

Delivery Lead Time

Image/Flash: 3 days

Rich Media: 5 days

Leaderboard
(728 x 90)

Half Page
(300 x 600)

Medium
Rectangle
(300 x 250)

Gallery Interstitial
(550 x 550)

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High-Impact Billboard

Maximise impact with an interactive Billboard.
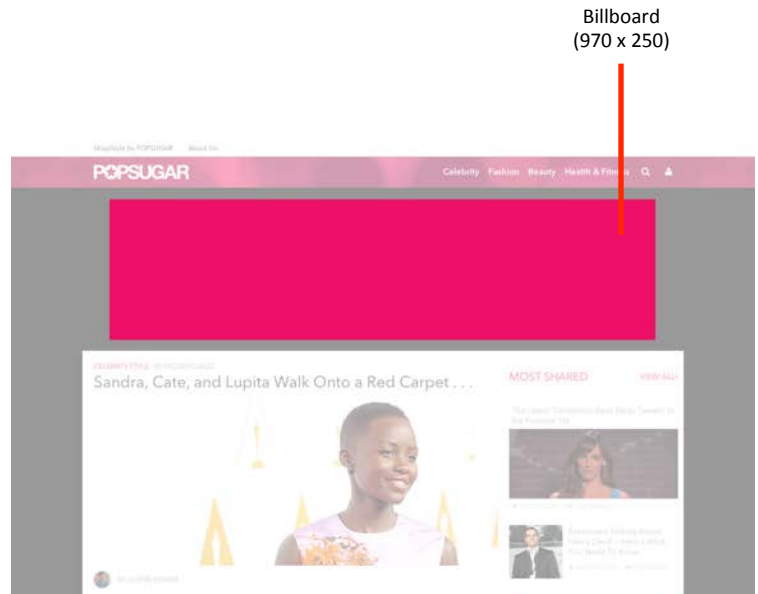
Dimensions

970 x 250

File size

Image: Up to 40kb, JPG, PNG or GIF

Flash: Up to 50kb polite load, 1.2MB
subsequent load. Flash 10/AS3/25 Fps

Max total file size: 10MB

Billboard
(970 x 250)

Requirements

Max number of panels: 3

Max video length: 30 seconds

Play, stop, pause and mute button required.

Video can be auto play, audio must be user initiated.

Looping: must be user initiated.

A visible and functional "Close Ad X" button is required. When closed, the creative needs
to go to a collapsed state as the site page content will be pushed up.

- **Option 1:** The unit will collapse and an 88x31 "show ad" button can be served
  offering the user a chance to re-engage and expand the full 970x250
  experience.
- **Option 2:** The 970x250 will collapse into a static 970x90 super leaderboard.

Delivery Lead Time

Image/Flash: 3 days
Rich Media: 5 days

*If the unit is not third party served, production fees may apply and the lead time is subject to change.

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Mobile Display
Reach users on the go with mobile banners

File Dimensions
- 320 x 50
- 300 x 250

Creative types
Image: Up to 30kb, JPG, PNG or GIF
Flash is not permitted.
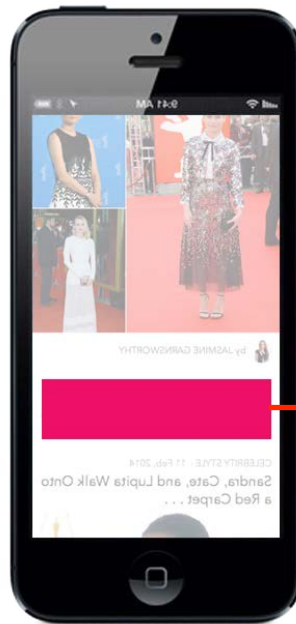
Allowances
Third party ad serving

Delivery Lead Time
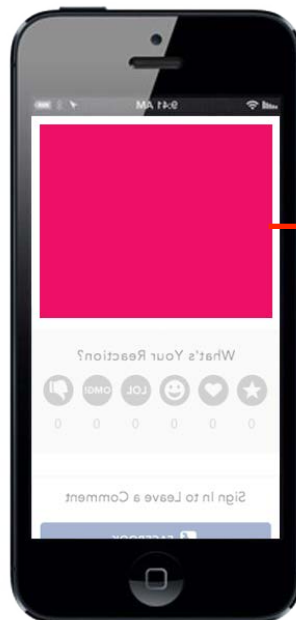**Image/Flash:** 3 days
Rich Media: 5 days

Allure Media can provide standard creative development and production.

Please contact your sales representative for additional details and rates.

Mobile Banner
320 x 50

Mobile Banner
300 x 250

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POPSUGAR Fireplace Skin

Give your creative room to breathe with a fixed skin that surrounds the site. As the user scrolls, your creative stays visible around the site content.
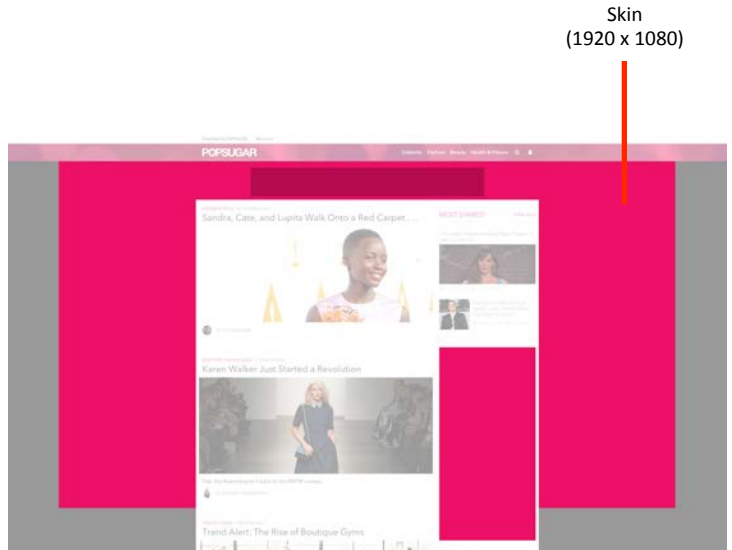
Creative type

Image: 250k Max, JPG, PNG, GIF

Skin
(1920 x 1080)

Dimensions

Full skin: 1920 x 1080

Large browser safe zone columns

(fits majority of browsers): 180 x 755

Smaller browser safe zone columns

(Fits all desktop browsers): 140 x 755

Requirements

- Copy and product imagery should not be placed where the Leaderboard will be served.
- Edges of the creative should bleed to a solid colour
- Ad creative must be clear, legible and not appear segmented
- Safe zones must be adhered to
- Allure is not responsible for any art or messaging that is cut-off if the files do not meet the dimension and template requirements.

Allowances

Third party ad serving

POPSUGAR Ad Specs

Flash Guidelines

When building your creative files, please consider the below guidelines.

Behaviour

- Your ad must be optimised for minimal CPU usage — keep in mind there will be other flash creative on the page running at the same time
- Ads may contain user-initiated audio only
- Your ad may not include code that generates or uses random numbers
- Expansion is on click (instant) or on roll over (minimum 0.5 second delay)
- Any expansion must have prominent close button, which does not trigger another mouse over event while closing

Functionality

- All Flash ads should support the clickTag variable
- On any click, Flash ads should redirect to the URL specified in the clickTag argument; there should be no other redirection in between

Click Tag Examples

AS2

```
on (release) {
  if (_root.clickTag.substr(0,5) ==
"http:") {
    getURL(_root.clickTag, "_blank");
  }
}
```

AS3

```
import flash.events.MouseEvent;
import flash.net.URLRequest;
// ...
someButton.addEventListener(
  MouseEvent.CLICK,
  function(event: MouseEvent) : void {
    flash.net.navigateToURL(new
URLRequest(
root.loaderInfo.parameters.clickTag),
"_blank");
  }
);
```

Replace 'someButton' with the name of the button that receives the click

allure

MEDIA

For more information please contact:

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