

**Online Ad Banner Sizes:** (see page 2 for Newsletter ad specifications)

- 640x480 (Welcome Ad)\*
- 300x250 (Rectangle)
- 728x90 (Leader board)
- 160x600 (Tower Ad)
- 300x600 (Half Page Ad)
- 468x60 (Banner Ad)
- 125x125 (Button)

**Please provide a static (or animated) GIF or JPEG banner; or see below for Rich Media options**

**Ad File Sizes:** Banner Ad materials hosted by Data Center Knowledge have a max size of 40k, exceptions:

- Welcome Ad max file size = 80K\*
- 125x125 max file size of 20K
- Ad materials served through a third party vendor may have a max size limit of 95k.

**Animation / Looping:** Maximum number of loops = 3

- Time = 15 Seconds
  - NOTE: Welcome Ad – Recommended animation time is 10 Seconds\*

**Alt text:** 60 Characters

**Optional Rich Media Instructions:**

- Accepts all Rich Media creative for all ad units.
  - Eyeblander, Pointroll, Klipmart, Adify (Motif) etc....
- Video – Can start with ad launch
  - Pre-roll – 30 second max
  - User initiated video has no time limits, but, must turn off with click or when rolled off of.
- Sound – Must be user initiated by click and have a button to turn off sound
- Expanding banner creative – Must be user initiated by click or mouse over
  - 300x250 (Rectangle) - Expands Left, max size 600x250
  - 728x90 (Leader board) Expands Bottom, max size 728x225
  - 160x600 (Tower Ad) Expands Right, max size 400x600
  - 300x600 (Half Page Ad) Expands Left, max size 600x600
- Flash Files – Hosted by Data Center Knowledge
  - Provide creative in Flash (.swf) file format (40K max)
  - Include backup .gif (40K max). To support viewers who do not have Flash enabled
  - DCK runs Flash ads in transparent mode, the site's background colors vary...if you want a white background, you must put a white background in your creative designs.
  - Provide click through url
  - **Do not hard code the url into the .swf file.**
  - Include a button action in the Flash file coded as follows:

```
on (release) {  
if (clickTAG.substr(0,5) == "http:" || clickTAG.substr(0,6) ==  
"https:") {  
getURL(clickTAG, _blank);  
}  
}
```

- **Materials Due Date:** Please allow 3 business days before campaign launch date for scheduling and QA



### **Newsletter Ad Sizes:**

- 300x250 (Rectangle)
- 728x90 (Leader board)
- 468x60 (banner)

**File Sizes:** Newsletter Ad materials have a max size of 20K

**Format:** Static Image Files Only

- GIF; JPEG

**Looping:** None – Due to email SPAM filters the newsletters ads must be static images

**Alt text:** Headline 50 characters or less

**Tracking:** Data Center Knowledge tracks click-throughs on all advertisements through OpenX, and provides the advertiser with periodic reports.

**Due Date:** Please allow 3 business days before mailing date.

### **White paper Postings:**

- Title: 95 Characters
- Long Description: 550 Characters
  - Optional - Short Description: 120 Characters
- Provide link to PDF or PDF file

**Due Date:** Please allow 3 business days before live date.

### **Resource Text Links:**

- Title: 95 Characters
- Provide click through url.

**Due Date:** Please allow 3 business days before live date

### **Send Ad Materials to:**

[AdOps@DataCenterKnowledge.com](mailto:AdOps@DataCenterKnowledge.com)

Phone: 508-259-8570

**Tracking:** Data Center Knowledge tracks click-through and bills impressions on all advertisements through OpenX, and provides the advertiser with periodic reports.