

## General Guidelines

**Ad Sizes:** 728x90 top or bottom, 468x60, 300x250, 160x600 – left or right, 300x100, 578x60

- Submitting Flash: All Flash files must contain a blank *clickTag* *command* and linking URLs should be listed separately. See *Flash Ad Unit Click Tag* notes below for info
- Turnaround times: 3-5 business days for Standard Media, 5 business days for Rich Media
- Ads are served via iframe or Javascript ad calls.
- All ad units must launch a new browser window when clicked on
- All floating ad units must have a clearly recognizable close button
- All rich media ads must have an alternate GIF/JPEG versions of creative
- Audio must be user initiated with a clearly recognizable on/off button
- openX is used to serve all HMP Communications Site Ad Units
- No PSA ads are allowed
- MailChimp or iContact is used to serve all Newsletter placements
- HMP Communications, LLC reserves the right to terminate any campaign upon our discretion

Any additional questions or comments related to advertiser specifications can be directed to [krenn@hmpcommunications.com](mailto:krenn@hmpcommunications.com)

## Third Party Rich Media

We accept rich media ad units from the following vendors:

- Bluestreak
- Eyeblander
- Eyewonder
- Klipmart
- PointRoll
- Dimensions – 728x90 top or bottom, 468x60, 300x250, 160x600 – left or right, 300x100
- File size max – 30k
- Max Loops – 3 loops, 30fps
- Animation Length – 30 secs.
- Flash Ad Unit Click Tag – on (release) {getURL(\_level0.clickTag, "\_blank");}

- Rich Media Accepted – Expandable, In-Banner Video
  - Rich Media File Size – 30k Initial load and up to 100k streaming, 1MB Total
  - Rich Media Panels – (4) panels, 60K max per panel
  - Expansion Initiation – User-Initiated - Mouse Over or Click to Expand; Close Button can be in any location and must have non transparent background. It must be clearly visible throughout the execution on all browsers/resolutions.
  - Audio Initiation – User-Initiated - Click Only
  - Lead Time – 3 Business Days
  - Tag Type – DFA redirects or iframe
  - Geo-Targeting – Yes
- Additional Information – 3rd Parties may polite stream an additional 920K/961K if targeted to only high-bandwidth users; a close button must be visible at all times

### **Rich Media:**

- Max Loops – 3
- Max Play Time – 15 secs.
- Expansion Initiation – 15 sec play and time out collapse if user does not interact with the unit, must be click to expand following initial autoexpand
- Expandable, In-Banner Video – Audio must be user initiated by click
- Lead Time – 5 Business Days
- Expansion – Should Auto Expand with a close button and have replay button once collapsed.
- Capping – The creative must be capped on the vendor's end so the expanded version only appears once per session. Replay button must be click to replay or roll over to play.
- File Size – 100k initial load. Up to 1MG for completely loaded ad
- Additional Information – Please be sure to set your Z-Index to (1) and ensure that the Flash Wmode is transparent.

Recommended Vendors – Unicast, Eyebalster, Pointroll, Motif

### **JPEG/GiF:**

- File size max – 30k (GIF/Animated GIF/JPEG Only)
- Lead Time – 3 Business Days

- Geo-Targeting – Yes