

eMedia Ad Specifications - Web Sites

Ad Unit	Dimensions (pixels)	Expandable Dimensions	File Weight	Notes
Standard Ad Placements				
Boom Box	336 x 280		30K	
Leaderboard	728 x 90		30K	
Wide Skyscraper	160 x 600		30K	
Cube	125 x 125*		30K	
Blog Sponsorship	88 x 31		30K	
Poll Sponsorship	88 x 31		30K	
Site Search Sponsorship	88 x 31		30K	
Sponsored Text Link	Image: 88 x 31**	Headline: 7 words max Body: 20 words max	Image: 30K	URL required, Image formats required: gif, jpg
Mobile Ad Banner	215 x 34		25K	
Rich Media Opportunities				
Ticker Ad	980 x 30		30K	
Peel Back	125 x 125	500 x 500	30K	Please include a mandatory close button, it should appear in the expanded portion of banner in lower-left corner of peel.
Full Page Interstitial	640 x 480		30K	Ad will "play" for 15 seconds before automatically redirecting to website page. There is a 1x per 24 hours frequency cap associated.
Footer Bar	980 x 25	980 x 300	30K	Please include a mandatory close button, it should appear in the expanded portion of banner in top right of the expand.

* An alternative size of 160 x 150 is acceptable for this ad unit

** An alternative size of 100 x 100 is acceptable for this ad unit

eNewsletter Ad Specifications

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Flash

Advertisers must provide Flash files in .fla format and the names of the fonts used in the creative. Burst may need to modify Flash files to add click-tracking capabilities. Click tracking is required for CPC campaigns and is strongly recommended for CPM campaigns.

Rich Media Creative Formats

Type	File Weight	Lead Time
HTML	15K	2 Business Days
Flash	30K	2 Business Days
IFrames	20K	2 Business Days
JavaScript	20K	2 Business Days
DHTML	20K	3 Business Days
Audio	50K	3 Business Days

Rich Media, Audio, and Layer Units Action Policy

All creative actions (i.e. audio play, expansion beyond original dimensions, launching a new browser window etc.) must be initiated by the user, and have a visible, functioning close/exit button.

Traffic Instructions

Please send all creative instructions to adsretail@reedbusiness.com

Insertion orders and creative materials should include:

1. Name of advertiser
2. Product
3. Start and end dates
4. Clickthrough URL
5. Name and telephone number of client/agency creative contact

eMedia Ad Specifications - eNewsletters

Ad Units Available	100 x 100 logo	125 x 125	125 x 250	125 x 300	160 x 600	Text
CHAIN LEADER						
Chain Leader Executive Briefing					Y	Y
Quick Service Reporter					Y	Y
FE&S						
eMarketplace	Y					Y
FlashNews			Y			Y
Service Insights	Y				Y	Y
Specifier				Y		Y
When To Replace					Y	Y
HOTELS						
eMarketplace	Y					Y
Food & Beverage Bites				Y		
HDNS		Y*				Y
R&I						
Beverage Briefing					Y	Y
Breakfast Beat					Y	Y
eBurger eBurger					Y	Y
eMarketplace (w/Chain Leader)	Y					Y
NewsFeed (w/Chain Leader)					Y	Y
Noncom Niche					Y	Y
Recipes & Ideas						Y
Regional Cuisines					Y	Y

* An alternative size of 125 x 250 is acceptable for this ad unit in this eNewsletter

Specifications for all images above:

30K maximum file weight for all sizes

Non-transparent gif or jpg required

If animated: maximum of 4 loops/gif format required

Flash not allowed

Advertiser also should submit backup text ad (headline of 7 words maximum, plus text of up to 40 words)

Specifications for all text-based positions above, except eMarketplace:

Headline: 7 words maximum

Text: 40 words maximum

Image (optional): Your image can be either a photo or your company logo. No animation. Photos: 100 pixels wide x 100 pixels high, 72dpi, maximum file weight 30K

Linking URL

eMarketplace Ads:

Headline: 7 words maximum

Text: 90 words maximum

Image (optional): Your image can be either a photo or your company logo. No animation. Photos: 100 pixels wide x 100 pixels high, 72dpi, maximum file weight 30K

Linking URL (An email address for lead generation is also required for PREMIUM ADS.)

Banner and Image formats: Static ad formats: gif and jpg 72 dpi, indexed or RGB color, no interlaced gifs, max file weight 30K.

Gifs should be set at 8 bit, animation allowed, file weight not to exceed 30K, slow animation preferred (5 layers max), blinking ads are prohibited. Ads in Flash format are not allowed as most email clients block Flash content.

Traffic Instructions

Please send all creative instructions to adsretail@reedbusiness.com

Insertion orders and creative materials should include:

1. Name of advertiser
2. Product
3. Start and end dates
4. Clickthrough URL
5. Name and telephone number of client/agency creative contact