



BILLBOARD AD



FULL PAGE AD



HALF BANNER AD

HOME PAGE BILLBOARDS

POSITION	PORTRAIT	LANDSCAPE	FILE FORMATS	MAX. FILE SIZE
Top	738 x 70 px	994 x 70 px	JPG, PNG / 72 dpi	100k
Bottom	738 x 70 px	994 x 70 px	JPG, PNG / 72 dpi	100k

HOME PAGE BILLBOARDS (RETINA DISPLAY)

POSITION	PORTRAIT	LANDSCAPE	FILE FORMATS	MAX. FILE SIZE
Top	1476 x 140 px	1988 x 140 px	JPG, PNG / 72 dpi	200k
Bottom	1476 x 140 px	1988 x 140 px	JPG, PNG / 72 dpi	200k

FULL PAGE ADS

Note: File size requirements apply to both retina and non-retina displays.

ORIENTATION	DIMENSIONS	MAX FILE SIZE
Portrait	768 x 954	10 mb
Landscape	1024 x 698	10 mb

HALF BANNER AD

DIMENSIONS	FILE FORMATS	MAX. FILE SIZE
234x60 px	GIF, JPG. No PNG / 72 dpi	100k

HALF BANNER AD (RETINA DISPLAY)

DIMENSIONS	FILE FORMATS	MAX. FILE SIZE
468 x 120 px	GIF, JPG. No PNG / 72 dpi	200k

SPONSORSHIPS

Featured story / Photo gallery

DIMENSIONS	FILE FORMATS	MAX. FILE SIZE
120x60 px	GIF, JPG. No PNG / 72 dpi	40k

SPONSORSHIPS (RETINA DISPLAY)

DIMENSIONS	FILE FORMATS	MAX. FILE SIZE
240 x 120 px	GIF, JPG. No PNG / 72 dpi	80k

DETAILED AD SPECIFICATIONS

HOME PAGE BILLBOARD

Two static image banners appear on the home page. Images should be exported as JPG or PNG format at 72dpi, RGB color. A portrait and landscape version of the same image must be created. The banners will click to an iOS browser-friendly landing page. This page will follow the same specs as the *FULL PAGE Ad* described below.

POSITION	PORTRAIT	LANDSCAPE	FILE FORMATS	MAX. FILE SIZE
Top	738 x 70 px	994 x 70 px	JPG, PNG / 72 dpi	100k
Bottom	738 x 70 px	994 x 70 px	JPG, PNG / 72 dpi	100k

FULL PAGE ADS

FULL PAGE Ads appear as a full page web element within the app reader. The FULL PAGE ad can be any size, but should not exceed the full page specs. FULL PAGE ads should be designed to display correctly on an iPad. The FULL PAGE ad will display in the frame as soon as the user navigates to the page or layer that contains it. FULL PAGE ad content is the legal responsibility of the advertiser. Please note the content is only available when the reader is online. Web content is not cached (saved offline). Adobe Flash does not work on the iPad. Advertiser created ads will be hosted by Freedom Interactive.

LANDSCAPE & PORTRAIT ORIENTATIONS

FULL PAGE Ads can include interactivity (video, slideshows, maps and multiple pages). Ads that don't include interactivity should be created as static JPGs. Ads need to be designed for both portrait and landscape orientation to allow the ad to adjust should the device be rotated.

While the ad can be designed with one layout that fits both orientations, it may be designed with two layouts within the same page. Multiple layouts can be achieved in CSS by using a media query. (See sample code below)

When designing the vertical & horizontal views, please ensure that all live content is within the full page size as both views differ in width. **A landscape mode is required, but a portrait mode is optional.** Portrait mode may contain a single image or message telling users to change to landscape mode.

ORIENTATION	DIMENSIONS	MAX FILE SIZE
Portrait	768 x 954	10 mb
Landscape	1024 x 698	10 mb

INTERACTIVE ELEMENTS	NOTES
Effective Area	No live content at bottom 50 pixels of screen
Slideshow	10 images max, 150k per image, 1.5 mb total images
Video	30 sec., H.264 format, 30 fps, 7 mb file size, backup image, no autoplay 4:3 ratio – 480px x 360px / 16:9 ratio – 480px x 270px

IPAD RETINA DISPLAY

Apple has set a new standard when it comes to higher-pixel-density display. The screen resolution for the 3rd generation iPad is now 2048 x 1536 pixels. Which means your visitors will soon be looking at your pages on high-resolution screens.

To serve up high resolution images for 3rd generation iPad, techniques for responsive / adaptive images must be applied. One way to achieve this is to use @media queries in CSS. (See sample on the right)

SAMPLE CODE: ORIENTATION SWITCHING & RETINA DISPLAY CSS MEDIA QUERIES

```
<style>

/* Portrait */
@media only screen and (orientation:portrait){
/* styles go here */
}
/* Landscape */
@media only screen and (orientation:landscape){
/* styles go here */
}
/*Retina Display */
@media only screen and (-webkit-min-device-pixel-ratio: 2){
/* styles go here */
}

</style>
```

PHOTO SLIDESHOWS

Photo slideshows can be placed into the ad. Images should be exported at 150 dpi, RGB color, and JPG format. Maximum total image count for the slideshow(s) is 10 images (one slideshow of 10, two of 5, etc). A portrait and landscape version of the same image will be considered 1 image. Slideshows should include navigation. Recommended image size does not exceed 150k. Total file size for slideshows should not exceed 1.5 mbs. No text slideshows or full page ad slideshows.

MAXIMUM IMAGES

10

FILE SIZE

150k each

VIDEO

All video will be streamed and therefore unable to be downloaded locally. In the initial view of the video, there should be a 'poster' image that looks like a video ready to play. Video with audio should not autoplay. Video window should be designed large enough so video is still viewable within ad layout in the event user does not view full screen. Maximum combined run time for videos is 120 seconds. Maximum combined file size is 7 megs. Video will end on final frame so please be sure to end on a visual, not a black frame (do not fade to black). No video slideshows. There is no support for Adobe Flash Video.

Video Specs (Format): Video Format: H.264; Frame Rate: 30 fps; Size: 480x360 pixels (4x3, no letterboxing), 480x270 (16x9). If you prefer to avoid black bars (top/bottom) when video is launched to full size, aspect ratio must be 4x3. For supported video formats on the Apple iPad, see <http://www.apple.com/ipad/specs/>

As HTML5 video is currently only available on Safari and Chrome browsers, A backup Flash video may be included within the <video> tag for viewing on IE and Firefox browsers.

DIMENSIONS

480x360 or 480x270

FILE SIZE

7mb

FORMAT AND DELIVERABLES

Materials must be sent to FICreative@freedom.com as a single zip file. Zip files over 10mb must be sent through 3rd party file sharing services such as YouSendIt and Dropbox. Zip files may also be hosted on the advertiser's server with a link proved to FICreative@freedom.com. The following elements must be included in the zip file:

- HTML file
- CSS file
- Javascript file
- Flattened images in RGB
- Video file in H.264

Advertiser built ads must be submitted 10 business days prior to campaign launch. During this time, FICreative will QA ads and work with advertiser on any necessary adjustments. Templates will be available by FICreative.

Standard* ads built by FICreative must also be submitted 10 business days prior to campaign launch. Custom** ads built by Freedom require 20 business days.

*Standard Ad: An ad that includes a photo slideshow, a video, links to social media sites and data capture.

** Custom Ad: An ad that may include everything in the standard ad plus more intensive interactivity such as social media feeds, 360 views, scratch off image, games or full animation.

AD CREATIVE

Advertiser Built

DEADLINES

10 business days before live date

Standard Freedom Built

10 business days before live date

Custom Freedom built 10 business days before live date

20 business days before live date

REPORTING

Impressions and views will be reported. Pages hosted by FICreative will include link tracking for up to 5 links/events. Tracking may include links to other pages such as shopping sites, social media sites and events such as video plays, slideshows and other interactive elements. Advertisers may include their own 3rd party tracking elements.

EVENT

Impressions

NOTE

DoubleClick served ads track views

Clicks

Up to 5 links on FICreative hosted pages