

# UBM Electronics | Digital Issues

Award winning original content

## Banner Specifications:

Online Ad Requirements - EETimes Digital Magazines 2.0

Dimensions:

Leaderboard (728x90)  
Skyscraper (120x600)  
Boombox (336x280)

- Formats: **Static or Animated .FLA Only**
- Timeline Animation Only
- Vector Based Images\*
- File Size:.swf file must be 200K or less
- Animation Time Limit: 15 seconds
- Loop Limit: 3 Loop Limit
- No 3rd Party Tags

All Flash creatives must be built using Timeline animation Only, Due to the DART Component Kit all ActionScript animation would be over written causing the ad to show improperly. The Submitted .FLA will have the proper Components added, by UBMs Online Advertising Team. This will allow for the creative to serve into EETimes Digital Magazines.

Creative Deadlines:

Please submit at least ten days prior to start of campaign

\* Limit the use of Raster based images within the flash advertisement. Due to the nature of the Digital Magazines Raster based images may become pixilated.

Animated Flash Ads will be accepted with frame rate of 22 fps or less. CPU usage must be at acceptable levels and should not disrupt user experience. A backup .gif image must be provided alongside the flash creative, in order to ensure that an image serves.

All ad creatives should be sent to [EETimesGroup\\_banners@ubm.com](mailto:EETimesGroup_banners@ubm.com)

## Digital issue landscape ad specifications:

1/2 page: 5.8"W x 8.5"H

Full page: 14"W x 8.5"H

File format:

hi-res pdf's for static ads

swf's for animated ads

Material to: [debee.rommel@ubm.com](mailto:debee.rommel@ubm.com)

Logo for sponsor page: 150 dpi jpgs or .eps and destination URL

## NPN specifications:

Company Name (the way they want it listed)

Ad Headline: 25 characters\*

Ad Copy: 250 characters for Spotlight / 100 characters for Listing

Image: 100 x 100 Pixel Image of product - 300dpi (jpg) (Spotlight only)

Contact to send leads – name and email

Deep link to product information; Website homepage URL

\*includes spaces

Material to: [colleen.heckman@ubm.com](mailto:colleen.heckman@ubm.com)

## Video Specifications:

1. Send Video files as an .flv or .avi file. We also accept Windows Media Player, Real Video or QuickTime formats.

2. When sending QuickTime video files, please avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are:

- Uncompressed video
- Sorenson Video 1, 2, and 3
- Motion JPEG A and B

3. When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are:

- a. Uncompressed audio
- b. ALaw 2:1
- c. ADPCM

4. When sending .avi files, avoid using the Intel Indeo video codec.

5. You can stream YouTube videos as well. Please supply the URL to us using the following structure: [http://www.youtube.com/v/video\\_id](http://www.youtube.com/v/video_id), where video\_ID is the ID that YouTube assigns to a video they host.