Online Advertising Guidelines
Active Network Properties
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General Advertising Guidelines

- Active reserves the right to reject any advertising campaign, for any reason. Active reserves the right to reject any insertion, graphic, text description, or URL.
- Active does not accept commercial messages that are misleading, illegal, inaccurate or fraudulent; that make unfair competitive claims; or that fail to comply with local and international standards of decency and dignity.
- Banners should be encased in a border and distinct from the content. If borderless, a banner must contain the advertiser’s name to signify that it is an ad creative banner, not content.
- Ads may not have transparent backgrounds and may never blend into the screen content.
- Active Web sites may not be used to imply affiliation with or an endorsement by Active—whether an Active product, content, or service—unless such a relationship exists. Active branding, logos, or proprietary images cannot be used within an ad banner.
- Unless otherwise specified, all audio events must be triggered by user click behavior within the ad unit.
- Ad creative cannot launch multiple browser windows upon click.
- Ads may not utilize ‘fake’ “Close” icons (for example: when you close an ad, it should close it and not trigger unexpected behavior such as another ad, page, etc.).
- Pop-ups are not accepted.
- Expanding ads are accepted on a case-by-case basis. Expanding ads are not accepted for freegolfinfo, eteamz admin, USTA, and Reserve America.

Inappropriate Advertising

- Tobacco
- Guns/Firearms
- Gambling
- Illicit Drugs
- Graphic Violence
- Nudity
- Pornography
- Magazines such as:
  - Maxim
  - Stuff
  - FHM
  - RAZOR
  - Playboy and other pornographic magazines
- Potentially slanderous or libelous content
- Misleading language
- False or misleading claims
- Vulgar language
- Liquor (hard, beer, wine) – Brands targeting active lifestyle will be reviewed for placement
- Any prescription drugs, vitamins or dietary supplements
- Adult-oriented prescription drugs
- Contraceptives
- Death related services (e.g. Funeral homes)
- Political Campaigns
- “R” rated movies or “M” rated video games
- Any advertising content that violates applicable laws, rules, or regulations
Ad Submission Guidelines

Creative Deadlines

<table>
<thead>
<tr>
<th>Creative Type</th>
<th>Definition</th>
<th>Asset Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Banners</td>
<td>gif, jpg, standard 3rd party tags</td>
<td>7 business days</td>
</tr>
<tr>
<td>Rich Media</td>
<td>3rd Party Rich Media, Flash</td>
<td>7 business days</td>
</tr>
<tr>
<td>Newsletter Ads</td>
<td>Sport Newsletters: Active Runner, Active Women, Active Triathlete, etc.</td>
<td>10 business days</td>
</tr>
<tr>
<td>Local Event Newsletter Ads</td>
<td>Geo-targeted event newsletters</td>
<td>10 business days</td>
</tr>
<tr>
<td>Emails</td>
<td>Special offer emails that include a material gain to Active users</td>
<td>10 business days</td>
</tr>
<tr>
<td>Section Sponsorships</td>
<td>Channel Takeovers or Sponsorships include skin creative, advertorial/coupon, logos</td>
<td>21 business days</td>
</tr>
</tbody>
</table>

Web Site Submissions:

The materials and instructions should be delivered at least ten (10) business days before the campaign start date. Any changes to the advertising done while the campaign is running should be received five (5) business days in advance.

Newsletter Advertising

All newsletter ads must be received at least eight (8) days before the newsletter drop date.

Delivering Materials

The files may be sent as email attachments or may be inserted in a Web site, sending indications about its location to your Active account representative for its retrieval, in the stated time period. The files on a disc may be sent to the following address and must be received within ten (10) business days in advance of the campaign start date.

When the ad agency sends materials, add the following information and please note that the absence of any of these details may delay the start of your online advertising campaign with Active.

- Start date and end date of the ad
- File and name of the ad
- ALT text & URL where the ad should point to
- Specific instructions in case of ad substitution
- Advertiser name
Addresses for sending your advertising material:

1) By email:
   Your Active account representative

2) By FTP Site:
   Ads may be posted to an FTP site and the instructions (URL, username, password) e-mailed you your Active account representative

Ad Specifications

Web Site Ad Specifications

<table>
<thead>
<tr>
<th>Creative</th>
<th>Dimensions</th>
<th>Max Expansion</th>
<th>Expansion Direction</th>
<th>Accepted Files Size</th>
<th>Max File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Active Network Online Advertising</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x225</td>
<td>Down</td>
<td>.gif, .jpg, .swf or pre-approved multi-media</td>
<td>40K</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160x600</td>
<td>336x600</td>
<td>Left, right</td>
<td>.gif, .jpg, .swf or pre-approved multi-media</td>
<td>40K</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>Left, right</td>
<td>.gif, .jpg, .swf or pre-approved multi-media</td>
<td>40K</td>
</tr>
</tbody>
</table>

| **Eteamz Online Advertising** |            |               |                     |                                         |               |
| Leaderboard           | 728x90     |               | All expanding ads accepted on a case by case basis | .gif, .jpg, .swf or pre-approved multi-media | 40K           |
| Skyscraper            | 160x600    |               |                     | .gif, .jpg, .swf or pre-approved multi-media | 40K           |
| Admin Medium Rectangle| 300x250    |               |                     | .gif, .jpg, .swf or pre-approved multi-media | 40K           |
| Rectangle Button (top of left nav bar) | 120x60 | n/a |                     | .gif, .jpg, .swf or pre-approved multi-media | 40K           |

| **Homepage Module Branding** |            |       |                     |                                         |               |
| Logo                   | 1x1/Click Command |       |                     |                                         |               |
Newsletter Ad Specifications

Email specifications

- Ad dimensions
  - Leaderboard—728x90
  - Medium Rectangle—300x250
  - Skyscraper—160x600
- .gif or .jpg only
- 30k max file size

Local Events Advertorial Specifications

- Image
  - 130x78
  - .gif or .jpg only
  - 30k max file size
- Content
  - Maximum 200 characters including spaces

Ad Expansion Guidelines (with or without video)

- All expanding ads are accepted on a case by case basis.
- Ads may only expand in the stated directions.
- Clients must supply creative to expand in all directions per ad unit.
- Expansion must be user-initiated across all properties.
- Un-expand functionally must be clearly visible and accessible to user (see below).
- Animation (excludes video):
  - 15 seconds in initial ad unit
  - 30 seconds within panel
  - Looping/replays must be user initiated
  - 18 Frames per Second (fps)
- Audio Option:
  - Audio must be user initiated on click, mute button required
- Audio Limits:
  - 30k Download (up to 4 additional streams upon user initiation)
  - Audio encoded at volume less than or equal to -12db
  - Audio may not loop or exceed 30 seconds
  - Looping/replays must be user initiated
- Video Option:
  - User Initiated upon expansion
  - 3 loops/replays must be user initiated
- Max Video Dimension;
  - Video aspect ratio is 4:3 and can fit within the expanded panel
  - Max Bits per Second: 550kbps
  - Max Video Length: 30 Seconds
- Expand/Collapse Requirements:
- If rollover to expand, must enable mouse off retraction
- Click to expand | Click to close | Auto to close

- Close Button:
  - Font: 16 pt
  - Must have “Close X” text
  - Location: On edge of original (non-expanded) frame—Top Right
  - Min Close Button Size: 20x20

**Animation Specifications**

- 3-4 rotations at the regular timing interval
- Add 1 rotation with the call to action in the beginning that summarizes the next 3-4 rotations in a single image; change the timing to 1/100th of a second

**In-Page Video Ad Guidelines**

- Max File Size:
  - 100k (does not include video streams)
- Initial Load Max File Size: 30k Download (up to 4 additional streams upon user initiation)
- Animation (excludes video):
  - 30 seconds
  - 3 Loops/replays must be user initiated
  - 18 Frames per Second (fps)
- Audio Option:
  - Must be user initiated on click, mute button required
- Audio Limits:
  - Audio encoded at volume less than or equal to -12db
- Video Option:
  - Must load with audio muted
  - Looping/replays must be user initiated
- Max Video Dimension:
  - Rectangles: 200x150
  - Leaderboard & Skyscrapers: 120x90
- Max Bits per Second: 550 kbps
- Max Video Length: 30 Seconds
Rich Media Requirements

Overlays/Floating Rich Media Specifications

- Max visible square pixel coverage: 160,000px (ex. 400x400 or 100x1600 or 800x200)
- Frequency: 1 per user per visit.
- Close Button:
  - Control – “Close X”
  - Font: 16pt
  - Fixed placement relative to the page not the unit.
  - Must be visible for duration of unit.
- Audio: User initiated via click
- Replay: User initiated via click
- Max Duration: 10 seconds
- Max initial: 80k
- Max subsequent: 160k
- Frames Per Second: 18

Rich Media Vendors

The list below offers an overview of rich media vendors that have been approved for use on Active Web sites:

- Eyeblaster
- Point Roll
- Eyewonder
- Atlas
- Interpolls
- Dart Motif/Doubleclick Rich Media

All rich media vendors will be considered. If a new vendor is utilized, Active needs a minimum of 30 days advanced notice for testing purposes. To inquire about using a particular rich media vendor on our site, please contact your M+M account representative.

Please note: Performance reporting on these ads will be delivered separately from that provided by your rich media vendor. Vendor serving fee may apply. As required, Active shall pay third parties based on impressions delivered. Active requires advertisers who ask Active to process payment to pay Active invoices up front.

Flash Requirements

- 40k max file size
- Flash ads must conform to all standard Active ad specs and guidelines, in addition to the specs noted below
- Click-through functions must use the “Get URL” command
- Hardcoded URLs are not allowed to be passed via the “Get URL” action
- Third party served Flash ads must have a wmode set to “opaque” in their object/embed code
- Sounds permitted; must be user initiated with an on/off switch
All creative must be designed with a solid background color to avoid unwanted color conflicts with the displaying page.

Active ad server sets the Flash loop to false. Because of this, the last frame of the ad must contain content (i.e., do not fade out at the end of the timeline).

Use the default 15 to maximum 18 frames per second as a guideline.

If desired, animation on rollover after the initial animation is allowed, as long as the animation stops as soon as the user rolls off the ad; maximum 30 seconds.

Subsequent .swf downloads hosted by Active are not supported.

Submit the .swf version of the ads in a ZIP file.

A backup .gif or .jpg must be supplied with all Flash ad submissions to serve to users who do not have the Flash plug-in.

Click Tracking in Flash Files

Please follow the instructions below and provide the click through URL separately to ensure that Active can track clicks.

Instructions:

Copy and paste the following code into the actions window of the button object that the user will click on. Do not enter anything into the URL section—just leave this code exactly as is:

```javascript
on (release) {
  if (clickTag.substr(0, 5) == "http:" ) {
    getURL(_level0.clickTag, "_blank");
  }
}
```

Final Files Required: All advertisers wishing to use Flash creative must supply Active with all of the following before the five day testing period can begin:

- Flash .swf (version 8 or higher)
- Default .gif/.jpg
- Click-through URLs

Third Party Ad Serving

Active is partnered with DART for Publishers (DFP) for third party ad serving. The DFP ad serving program enables third party servers to use cookie technology on a limited and anonymous basis to leverage aggregated ad effectiveness metrics. Third party servers are not allowed to use cookies to profile Active members’ navigational behavior, nor are they allowed to use outside profiles to target Active members.

All third party creative must be reviewed and approved prior to the start of the campaign. Active must be notified of changes to banner rotation and given the opportunity to preview new ads before they run on the site.

Requirements for Third Party ads:

Please submit your creative with your third party tags seven (7) business days before campaign launch.

- 3rd Party Ads need to be set to opaque
3rd Party Ads need to open a new window
3rd Party Ads must include a random number or timestamp to eliminate page caching
3rd Party Ads must adhere to Active’s/weight/size parameter
JavaScript tags preferred

Requirements for Third Party Ads in Newsletters

In addition to the above, please note the following for newsletters:

- Please provide a click command (no jump tag) and the actual .gif or .jpg creative
- Flash Ads cannot be run in newsletters
- First frame of ad needs to have the call to action due to Outlook 2007

All third party ad servers will be considered. If new third party server is utilized, creative must be received within ten (10) business days in advance for testing purposes. To inquire about using a particular third party ad server, please send an e-mail to your M+M account representative.

Special Offer Email Guidelines

If assets are not received at least ten (10) business days prior to launch date and according to these specifications, Active reserves the right to delay/reschedule an email until these specifications have been met. Submitted assets are considered final. New or changed creative provided after the deadline will result in a delay/reschedule.

Email Specifications

- Must use one of Active’s approved design options.
- Web fonts must be used for all text areas. If creative contains non-web fonts in text areas, Active will substitute fonts at its discretion.
- Creative—submit ONE of the following
  1) HTML—images will be served from our server
  2) Layered .psd file
     - 72 dpi, not optimized
     - .gif/.jpg of the same image
- Content
  - Maximum 100 words of content
  - Minimum 25 words of content
  - Text-only version in Word or Notepad for those that cannot receive HTML
  - List of URLs if not already coded into an HTML version and linktracking, if applicable.
- Twitter Link Specifications:
  - 140 Characters
- Subject Line—Maximum 50 characters
- Special Offer—Clear offer with redeemable option
- Special Offer Emails are coded for deliverability in Outlook 97-2003, Outlook 2007, Internet Explorer, Mozilla Firefox, Safari, and Google Chrome.
Section Sponsorship Specifications/Logo Integration

- Logos must be sent in .ai or .eps (vector) format
- Click thru URL or Click Command Tag (no jump tag) must be supplied

Channel Sponsorship Specifications

- The page skin will remain static as the page content will continue to scroll.
- No text
- Dimensions: 1280x1000
  - Leave middle 960 pixels blank for content
  - Allow for edges to blend into a solid color
- One link (URL) clickable from skin

Brand Study Guidelines

Active’s preferred brand study format is Dynamic Logic. Serving brand studies through Dynamic Logic allows Active to maintain the integrity of the network audience with frequency capping of all surveys. Surveys are served as popunders through nodes managed by Active. Nodes for all surveys run attached to a 1x1 pixel that serves on every page load across our network. All 1x1 pixels are frequency capped to 1 per 24 hours.

Other brand study providers may be considered and should be determined prior to contract signature. To inquire about using a particular brand study provider, please contact your sales representative or Account Manager.