



Website Advertising Specifications

Effective June 2009

Ad Unit	Dimensions	Accepted Formats	Max File Size	Duration Looping	3rd Party Serving	Lead Time	Other Notes
Leaderboard	728x90	gif jpg SWF (rich media, Flash with back-up gif)	40k gif - 45k flash If larger, must be 3rd party served	Up to 15 seconds of animation, maximum of 3 loops	Accepted Must send 3rd party HTML tags with <script> and <noscript> tags	5 business day minimum	- Target URL must be provided - Flash Files must have a click tag embedded - Backup GIF required for all Flash files
Skyscraper	160x600	gif jpg SWF (rich media, Flash with back-up gif)	30k gif - 35k flash If larger, must be 3rd party served	Up to 15 seconds of animation, maximum of 3 loops	Accepted Must send 3rd party HTML tags with <script> and <noscript> tags	5 business day minimum	- Target URL must be provided - Flash Files must have a click tag embedded - Backup GIF required for all Flash files
Rectangle	300x250	gif jpg SWF (rich media, Flash with back-up gif)	30k gif - 35k flash If larger, must be 3rd party served	Up to 15 seconds of animation, maximum of 3 loops	Accepted Must send 3rd party HTML tags with <script> and <noscript> tags	5 business day minimum	- Target URL must be provided - Flash Files must have a click tag embedded - Backup GIF required for all Flash files
Button	160x120	gif jpg	10k gif	Up to 15 seconds of animation		5 business day minimum	- Target URL must be provided - Backup GIF required for all Flash files
Horizontal Banner	468x60	gif jpg	15k gif	Max 3 loops		5 business day minimum	- Target URL must be provided - Backup GIF required for all Flash files
Featured Product Box	125x175 Image	gif jpg	10k			5 business day minimum	- Target URL must be provided - 35-word company/product description, - additional web link(s)
Video Box	300x300 video player box	Video: WMV, MP3	Video: 60 Sec. max.			5 business day minimum	- Target URL - 10 word description

General Requirements

- While advertisers have creative liberty designing their ads, Elsevier Public Safety reserves the right to decline any advertising; for example, ads mimicking "alert" windows or false computer message screens.
- Ads should not include fake form elements of other graphic symbols that mimic functionality that does not exist.
- Elsevier Public Safety reserves the right to ask for revisions or reject any advertising it deems, in its sole opinion, is not in keeping with its standards.

- Elsevier Public Safety reserves the right to reject advertising due to content, affect on users, distraction factors and other situations as determined by the staff.

Banner Ad Materials Specifications

For detailed specs, please refer to the charts at the beginning of this document.

- Animated GIFs should have at least two seconds between frames, maximum of six frames.
- All banners must be a resolution of 72dpi.

- If the ad has a white or transparent background, it must include a 1 pixel-wide border.
- Banners cannot contain messages that “flash” and distract users.
- ALT (Mouseover) text: no more than 10 words.
- When clicked, all banners and ads must launch the linked URL in a new browser window.
- Interaction with users must only occur when the user places his mouse within the ad area.
- Advertisers may make banner changes/additions every two weeks, in adherence with the deadlines on the charts in this document; we prefer advertisers to send us all scheduled banners at the same time, with schedule dates listed the way you’d like the campaign to run.
- All banner ads submitted via e-mail must be uncompressed (not zipped).

Rich Media Guidelines

With some exceptions, we primarily follow Internet Advertising Bureau (IAB) recommended Rich Media standards.

Rich Media Testing

Use of Rich Media requires that Elsevier Public Safety have ample time to test Client-Submitted and Elsevier Public Safety created advertising products.

All rich media ads are tested on a matrix of browsers and platforms before posting. This process requires a MINIMUM of FIVE business days to test rich media for performance, stability & compatibility.

Rich Media Requirements

- We reserve the right to refuse any rich media that does not function properly in this testing environment.
- We are not responsible for fixing code that does not function properly or causes other problems.
- Floating ads (such as Eyeblander) must include a prominently visible close button and may not run more than 15 seconds
- Advertising requiring the use of plug-ins like Flash and Shockwave must utilize “sniffer” code to detect if the user has the required plug-in and display an alternate image if the user does not have it. That alternate image (JPG/GIF) must also be included when submitting materials.

Audio and Video

Elsevier Public Safety follows IAB and accepted industry guidelines for non-assumed broadband connections.

- Any interaction with an ad MUST be user-initiated. For example, ads can only utilize audio or video on user click (not mouseover). The only exception to the user-initiation would be in content areas specifically designated as ‘Broadband’ Content, which is on a site-by-site basis.
- An obvious “Play” and “Stop” button must be available.
- “Volume and Replay” buttons are also highly recommended.
- Audio and Video within general advertising placements may last no longer than 30 seconds

Tracking Flash

Flash ads need to have a clickTAG assigned for within the creative:

The Flash File (.fla extension) must first be modified.

The clickTAG is the tracking code assigned by the ad serving network to an individual ad. The clickTAG allows the network to register where the ad was displayed when it was clicked on. This click through data is reported to the ad serving servers so advertisers may determine the effectiveness of their campaign.

Client must include .SWF File with click-thru URLs, GIF/JPG provided as back-up, Flash Movies kept below 24 FPS, Target=“_blank” is required in “basic actions” to ensure click-thru opens a new window, clickTAG code must be embedded in .SWF file:

Instructions for Creating Flash Ads with proper clicktag

The flash designer must create a large transparent button on the top layer that covers the entire stage. This button is assigned the following action:

```
on (release) {
getURL(clickTAG);
}
```

or AS3:

```
import flash.display.LoaderInfo;
var clickTAG:String = root.loaderInfo.parameters.clickTAG;
function gotoPage(event:MouseEvent):void
{
var targetURL:URLRequest = new URLRequest(clickTAG);
navigateToURL(targetURL);
}
myButton.addEventListener(MouseEvent.CLICK, gotoPage);
```

DO NOT PUT ACTUAL URLs IN THE ACTION

The click through URL is supplied in the html code that serves the flash ad, and is represented by the variable “clickTAG”.

The reason for this is that the URL can be changed at any time by a non-programmer and still use the same flash file (SWF) without having to go back and re-compile the SWF
here are the example files:

[clickTAG-AS2-example fla](#)

[clickTAG-AS3-example fla](#)

For more detailed information on implementing clicktag ActionScript, visit Macromedia’s Flash Tracking Kit at <http://www.macromedia.com/resources/richmedia/tracking/>

Frequency Capping

Frequency Capping is imposed on all ads that, without user initiation, obstruct content such as floating ads (free-form overlay/iLayer ads), user surveys, superstitials (pop-up ads) and interstitials (between page ads). Cookies are used to set frequency caps of once per user in any 24-hour period. Some types of Rich Media, such as Eyeblanders, may require additional ‘padding’ between delivery.

Floating ad/reminder ad combinations, whether landing in a standard in-banner ad placement or in another pre-designated location, may also have frequency capping applied.

DHTML Layers:

Use the WMODE parameter to allow layering of Flash content with DHTML layers. The WMODE parameter can be 'window' (default), 'opaque', or 'transparent'. Using a WMODE value of 'opaque' or 'transparent' will prevent a Flash movie from playing in the topmost layer and allow you to adjust the layering of the movie within other layers of the HTML document.

For details on creating a Flash movie with a transparent background and more information on using the WMODE parameter refer to How to make a Flash movie with a transparent background (TechNote 14201).

Note: The WMODE parameter is supported only on some browser/Flash Player version combinations. If the WMODE parameter is not supported, the Flash movie will always display on top. Refer to TechNote 14201 for details.

Text Ad Materials Specifications

Text advertising consists of two versions: One with a "headline" only and the second with a "headline" and teaser, depending on the position the client has been offered by the Elsevier Public Safety sales team member.

Examples:

Headline Only

Company X Provides Top Notch Services

Headline & Teaser

Company X Provides Top Notch Services

The leader in online purchasing, development and planning for the procurement officer.

The maximum length of the headline portion of a text ad is 50 characters. A teaser, on most sites, must not exceed 80 characters. Note: Individual sites may offer different options for text advertising, so it is important to check with your sales representative. In most cases, Elsevier Public Safety provides an overview impression count via page views in which the ad appears for a specific time period. Elsevier Public Safety can track clicks from your text ad to your Web site via our advertising delivery platform. Again, this may vary on a site-by-site basis.

Ad Technologies & Cookies

Acceptable Advertising Technologies

Elsevier Public Safety currently accepts the following Advertising Technologies or Delivery Methods. Each requires a five business day turnaround for testing and approval:

- BlueStreak, Eyeblander, Eyewonder, Flash, Doubleclick, HTML, Java/JavaScript, PointRoll, Viewpoint

Cookies from Third-Party Ad Servers

All advertising served by a third party using "cookie technology" must submit a link to that agency's "privacy statement" page.

Any ad banners that send a cookie to our subscribers and do not comply will be removed from the site immediately. We request that you limit the number of cookies to one per user

Deadlines

Deadlines for Client Submitted Materials

Please allow 3 business days to process/load simple image and GIF animated ads and 5 business days to process all other types of creative such as rich media ads (see 'Rich Media' section).

Deadlines for Third Party-Delivered Ads

All versions of creative that will be served via a third party, must be provided for testing and approval prior to appearing on the site. Please allow up to five business days for this testing in advance of your campaign start.

Advertising Materials Delivery

- Sending art by Email: You may send files no larger than 5mb to: jems.production@elsevier.com
- Please indicate on subject line advertiser name, website and campaign date. Please indicate in message name of file(s) attached and contact info and if receipt verification is requested.
- Sending art by FTP: You may send files via FTP at www.jems.com/ftp. Please follow the instructions for logging in or setting up an account and posting files. Make sure to specify name of file(s) attached and contact info and if receipt verification is requested

Advertising Materials Delivery/Contacts

- PRODUCTION DEPARTMENT CONTACT INFORMATION

Jems.com Ad Art Questions & Deadlines:

Matt Leatherman, Production Coordinator

800-266-5367 x6789 or m.leatherman@elsevier.com

Ad Unit	Dimensions	Accepted Formats	Max File Size	Duration Looping	3rd Party Serving	Lead Time	Other Notes
Leaderboard (eNews only)	728x90	jpg	40k If larger, must be 3rd party served		Accepted Must send 3rd party HTML tags with <script> and <noscript> tags	5 business day minimum	- Target URL must be provided - Alternate text must be provided
Rectangle (eNews only)	300x100	jpg	15k If larger, must be 3rd party served		Accepted Must send 3rd party HTML tags with <script> and <noscript> tags	5 business day minimum	- Target URL must be provided - Alternate text must be provided
Products Image with Text Link (eNews only)	100x100	jpg	10k			5 business day minimum	- Target URL must be provided - 4-6 words of copy
Upper or Lower Product Box (eNews only)	100x100 Product Image/ Logo	jpg	10k			5 business day minimum	- Target URL must be provided - 250 character description - 50 character headline
Video Box (eNews only)	120x90 Product Image	jpg png gif	15k			5 business day minimum	- Target URL - 8 word (50 character max) headline
Sponsored Link (eNews only)						5 business day minimum	- Target URL must be provided - 50 character description
Product Box (eBulletin only)	120x150 Product Image/ Logo	jpg	10k			5 business day minimum	- Target URL must be provided - 250 character description - 50 character headline

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Banner Ad Materials Specifications

For detailed specs, please refer to the charts at the beginning of this document.

- Only text, JPG and GIF images (non-animated) are allowed.

- All banners must be a resolution of 72dpi.
- If the ad has a white or transparent background, it must include a 1 pixel-wide border.
- Due to the medium, no Flash, JavaScript, Java or image maps can be used.
- Full URLs must be provided (ex: <http://www.domain.com/product>).
- Advertisers may make banner changes/additions every two weeks, in adherence with the deadlines on the charts in this document; we prefer advertisers to send us all scheduled banners at the same time, with schedule dates listed the way you'd like the campaign to run.
- All banner ads submitted via e-mail must be uncompressed (not zipped).

Deadlines

Deadlines for Client Submitted Materials

Please allow 3 business days to process/load simple image and text ads.

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Ad Materials Specifications

Pre-Registration & Promotion for Sponsored Editorial Webcasts & Sponsor Driven (Non Editorial) Webcasts

- The following materials are due as SOON as possible following the signing of the insertion order.
- Sponsor Logo: JPG/PNG, up to 640 pixels wide high resolution. We will resize for various needs, both online and print.
- Sponsor Tagline: A 1-2 sentence promotional message about the sponsor, maximum 50 words.
- Sponsor URL: The Web site URL that all logos and sponsor messages in Webcast promotions and the Webcast itself should be directed to.
- Sponsor Registration Questions: Sponsor can ask 2-3 questions of the audience about their demographics, product/purchasing needs, etc.

Pre-Event Needs for Sponsored Editorial Webcasts Only

- The sponsor is entitled to three slides during the presentation, typically displaying the company logo. A sponsorship thanks will be voiced by the event moderator in a slide at the beginning and end of the presentation.
- There will also be a slide in the middle of the presentation where the sponsor can provide a sentence or two about their company to be read by the moderator. This verbal 'commercial' should last no longer than 30 seconds for multi-sponsor, or 60 seconds for single sponsor.
- If the event is a single sponsor, the sponsor may provide varied versions for each of the three slides.
- If there are multiple sponsors, the slides will include the sponsor logos and additional materials as space allows.
- The content of all of these slides must be provided two weeks prior to the live event.

Pre-Event Needs for Sponsor Driven (Non Editorial) Webcasts Only

- Provide up to three questions/polls during the event

- Coordinate the slides and speaker with the EPS production team, just as an editorial Webcast would. That would include the content of the presentation itself, along with the three 'about the sponsor' slides, which will include a voice over by the moderator.
- All slides and supporting materials are due two weeks prior to the live event.
- A dry practice run (approx. two hours) will take place in the week prior to the live event.

Deadlines

Deadlines for Client Submitted Materials

Depending on the timing of the sale, these materials should typically be due 6-8 weeks prior to the live event so they are available for all registration and promotional opportunities. If registration/promotion for the event has already begun, these materials need to be provided within 48 hours of the insertion order signing if at all possible.

Advertising Materials Delivery

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Custom eBlast Specifications

Effective June 2009

General Requirements

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- Elsevier Public Safety reserves the right to ask for revisions or reject any advertising it deems, in its sole opinion, is not in keeping with its standards.
- Elsevier Public Safety reserves the right to reject advertising due to content, affect on users, distraction factors and other situations as determined by the staff.
- Elsevier Public Safety reserves the right to request adjustments to client-provided e-mail blasts, and if necessary may need to provide new creative.

Custom eBlast Materials Specifications

The following are requirements for client-provided HTML eBlasts:

Format & Images

- Only HTML, text, JPG and GIF images are allowed.
- Flash, Rich Media, Image Maps, Animated GIFs/Banners and Javascript are NOT available in e-mail products.
- A blast that is entirely a linked image is NOT recommended, as today's e-mail platforms block images. An HTML e-mail should be a combination of text and images with a call-to-action within the text component.
- No background images, as they will likely be blocked by newer e-mail readers.
- All email HTML must be table-based layouts.
- All CSS must be inline styles no embedded styles sheets no external linked style sheets no CSS for positioning no CSS layers.
- The HTML must be a centered 600 pixel-wide table up to 100K maximum file size
- (includes all images and html files).
- Full image paths in the code must be used (ex: <http://www.domain.com/images/graphic1.jpg>).
- E-Mails designed in Microsoft Word and many other programs as web pages are not typically compatible with optimal e-mail delivery.
- Text versions should be no more than 10K and may not include any image files.
- We will send two versions for testing: 1 text, 1 HTML

Subject Lines, Text & Links

- A subject line that meets our approval must be also provided.
- The subject line should be no more than 12 words or 150 characters. We can also run the subject line through a "Spam-Checker Tool" that points out any verbiage that will be picked up by spam filters.
- Subject lines should be as enticing as possible, more than ONE word, and NOT in ALL CAPITAL LETTERS.
- Clients should provide detailing linking instructions

- Links to PDF, Word Documents or other non-traditional "web page" links within an e-mail MUST be clearly identified.
- There MUST be a call to action above the first 400 pixels (height) of the e-mail.
- Text should not include words that will trigger a spam warning (i.e. words like FREE, GREAT OFFER, Viagra, Rolex, Mortgage, and the use of exclamation marks).

Opt-Out Language

If Elsevier Public Safety uses our system to deliver a email on behalf of a third party, the opt out, subscription, and physical address location in the email has to reflect the systems and location of Elsevier Public Safety - not that of the third party.

Information Collected

In order to be CAN SPAM compliant and in line with industry e-mail best practices, Elsevier Public Safety does not provide e-mail addresses of our subscriber base directly to third parties, unless the means to do so is an explicit opt-in to share that information with a specific third party, such as during Webcast registration, lead generation services, sweepstakes or other mechanisms where a user or subscriber gives clear affirmative consent to share their information with a third-party. We do provide advertisers with click-thru, open rate and demographic overview information for our e-mail products.

Deadlines

Deadlines for Client Submitted Materials

Elsevier Public Safety must have all HTML and Text version creative for an E-Mail Blast at least seven business days prior to it running. This will allow for four days for upload and testing, two days for client approval and one day to upload the final approved version and schedule for delivery. Elsevier Public Safety prefers to have all creative as soon as possible following the signing of an insertion order.

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- Sending art by FTP: You may send files via FTP at www.jems.com/ftp. Please follow the instructions for logging in or setting up an account and posting files. Make sure to specify name of file(s) attached and contact info and if receipt verification is requested

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Fan Group Sponsorship Specifications

Effective June 2009

General Requirements

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- Elsevier Public Safety reserves the right to reject advertising due to content, affect on users, distraction factors and other situations as determined by the staff.
- Elsevier Public Safety reserves the right to request adjustments to client-provided e-mail blasts, and if necessary may need to provide new creative.

Fan Group Sponsorship Materials Specifications

The following are requirements for all materials associated with your Fan Group Sponsorship:

- Company Logo: 200x100, jpg, 15K max,
- Description: up to 1,000 characters. Can include HTML, Twitter widgets, or other social media feed(s)
- Contact Info: Company Name, Address, Phone/Fax, Email, Web URL
- Product Images/Description: up to 3, 200x100, jpg, 15K max, short description up to 250 characters
- Additional Links: up to 10 links
- Text email to Fans: up to 1,500 characters with links
- RSS feed of your company's news/press releases (from your company's website or other sources).

Additional Options

- Product Bulletin Placement: 12x Contract Only
 - eNews Product Placement: 12x Contract Only;
- (See link to <http://www.jems.com/about/advertise.html>)

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