

# 2017 ADVERTISING SPECIFICATIONS

## General Guidelines

All final creative/tags and any questions regarding ads should be sent to [mmoore@artinfo.com](mailto:mmoore@artinfo.com)

- All creative must be received **five business days prior** to flight date, to ensure on-time launch.
- For Flash ads, please supply a static back-up, GIF or JPG version of the creative and save in version 10.1 or lower
- All of BLOUIN ARTINFO's advertising specifications and guidelines are in compliance with IAB's and OPA standards
- Please note that all styles should be defined using inline CSS only
- Please note that BLOUIN ARTINFO reserves the right to ask for different/new creative if it is lewd or otherwise objectionable
- Words in all caps, unusual punctuation, or special characters may trigger SPAM filters and may restrict delivery
- Each image must be less than 40k and must be in JPEG, GIF, or PNG format and optimized for display on the web
- All rich media units are 18 fps and user initiated
- Cannot contain: image maps, animated GIFs, forms, style sheets (CSS), background images, third party tags or tables/ images wider than 580 pixels
- All tags must include cache buster and click macro

## Standard Ad Units

UNIT SIZE		FILE SIZE Recommended Maximum Initial Download	ANIMATION LENGTH Recommended in Seconds	EXPANSION SIZE Rich Media
Medium Rectangle	300x250	40K	:15	600x500
Medium Rectangle in Articles	300x250	40K	N/A	N/A
Leaderboard	970x90	40K	:15	970x418
Leaderboard	728x90	40K	:15	728x418
Leaderboard	970x250	40K	:15	N/A
Wide Skyscraper	160x600	40K	N/A	320x600
Fixed Homepage Feature	300x200	40K	N/A	N/A
Top Exhibition Feature	N/A	20K	N/A	N/A
Half Page Ad	300x600	40K	:15	500x600
Interstitial	740x500	40K	:15	N/A
Banner	468x60	40K	:15	N/A
Button	120x60	20K	N/A	N/A
Micro Bar	88x31	40K	N/A	N/A

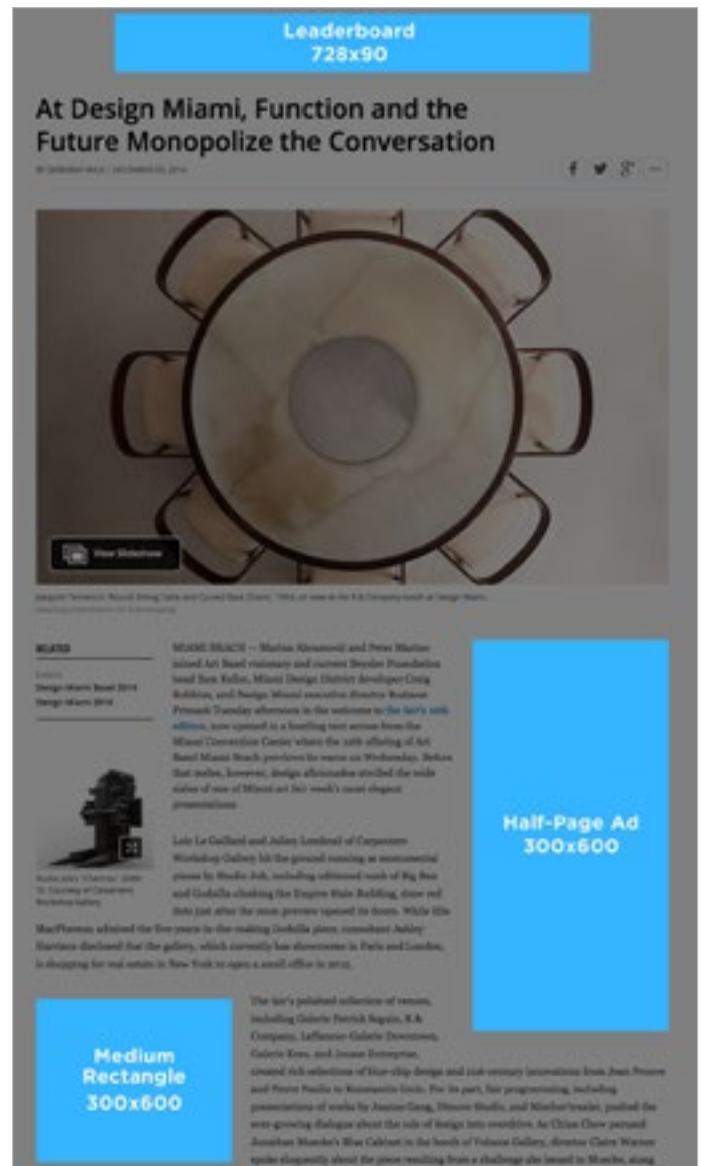
## Daily Newsletter Specifications

AD SIZE	FILE SIZE (each)	OTHER REQUIREMENTS
728x90, 728x90	40K	No rich media accepted. Click through link for each placement must be provided. Dates are available on a first come, first served basis. Mobile Responsive.

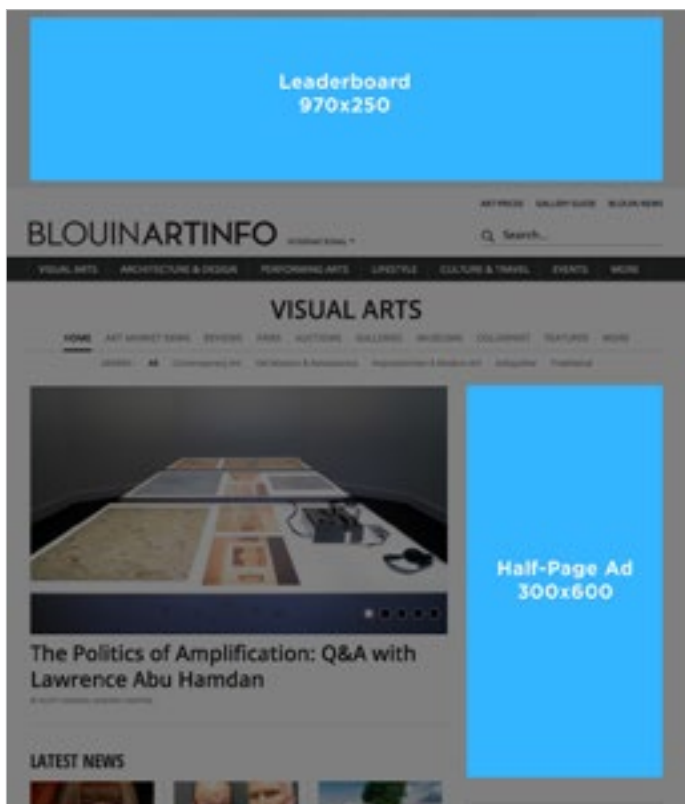
## HOMEPAGE



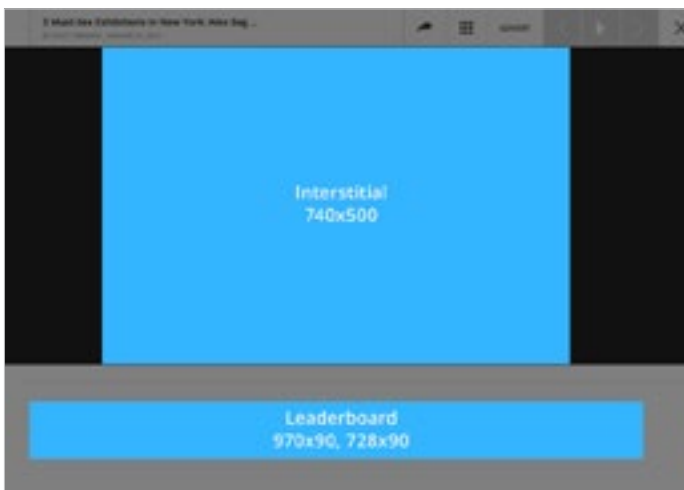
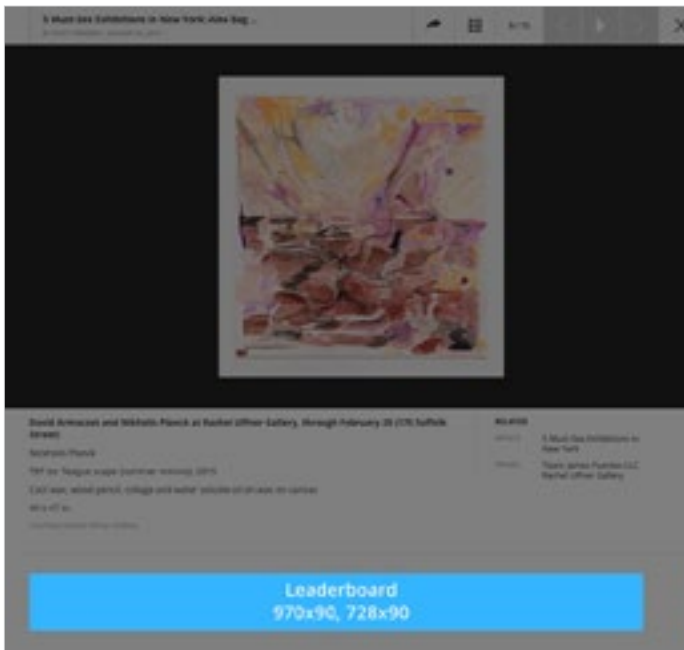
## ARTICLE



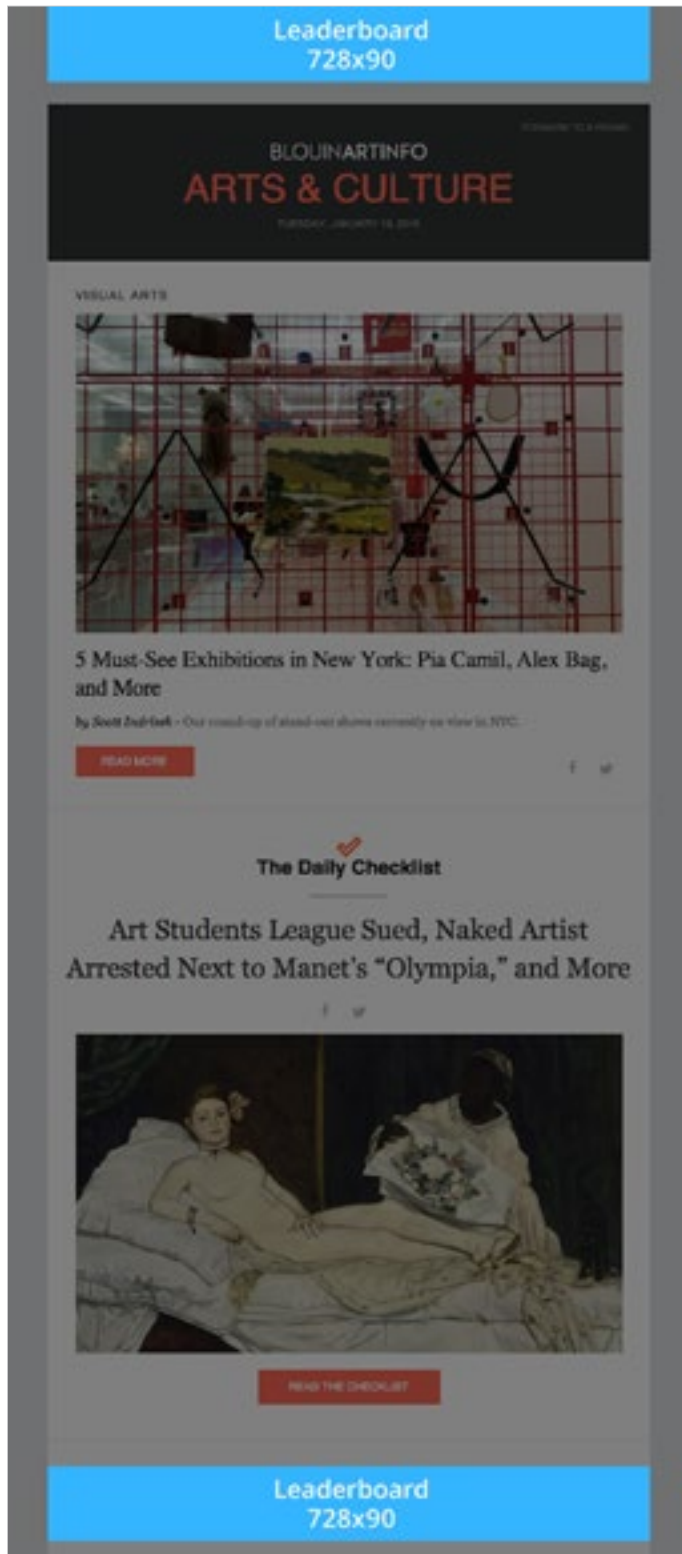
## VISUAL ARTS LANDING PAGE



## PHOTO GALLERY SLIDESHOW



## DAILY NEWSLETTER



## Rich Media Units

FORMAT CATEGORY	FORMAT	MAXIMUM INITIAL FILE SIZE	MAXIMUM ANIMATION LENGTH	WEBSITE LABELING AND OTHER
In-page Video Units	Standard Ad Units	1.2 MB	15 seconds	<ul style="list-style-type: none"> <li>Label: Advertisement</li> <li>Font: 16pt</li> </ul>
Expandable Units	<ul style="list-style-type: none"> <li>User initiated expandable units</li> <li>Landing spots: max width of 2x the initial ad size</li> </ul>	80 KB	15 seconds	<ul style="list-style-type: none"> <li>Label: Advertisement</li> <li>Font: 16pt</li> </ul>
Retractable Units	User initiated expandable ads: max width of 600 px	80 KB	Expansion: 3 seconds Within ad: 15 seconds	<ul style="list-style-type: none"> <li>Label: Advertisement</li> <li>Font: 16pt</li> </ul>
Pop-Up or Pop-Under Units	<ul style="list-style-type: none"> <li>Pop-ups: 300x200; 250x250</li> <li>Pop-up large: 550x480</li> <li>Pop-under: 720x300</li> </ul>	80 KB	15 seconds	See pop-up Unit specifications
Between-the-pages Units	Transitional Units: Interstitials	160KB	10 seconds, if no user initiated Within ad: 15 seconds	<ul style="list-style-type: none"> <li>Label: Advertisement or Brought to you by</li> <li>Font: 16pt</li> <li>Location: Above the Fold and Top of Ad</li> </ul>

## Video Player Specifications

### VIDEO SIZE

640x480 for Standard Definition

### FILE SIZE

17 MB per video limit, no time limit

### FILE EXTENSIONS

.mov or mp4

### FORMAT

Choose a standard format such as H.263, H.264, WMV, or MPEG-4 and scale the video to 400x300 pixels. Then use the highest bit rate and quality settings that will still allow the final video to fit within your channel's file upload size limitations

### AUDIO

AAC or mp3 with a bit rate of 128 kbps

### KEYFRAMING

Every 30 seconds

### FRAME RATE

For most videos from the US, the frame rate will be 29.97, however, in Europe the FPS will be 25. When exporting a video, make sure the Frame Rate option is set to "Current" and that will usually work

### DEINTERLACE

Make sure you deinterlace before uploading a video

## Pre-roll Specifications

### VIDEO SIZE

640x480 for Standard Definition

### FILE SIZE

17 MB per video limit, 15 second

### FILE EXTENSIONS

.mov or mp4

### FORMAT

Choose a standard format such as H.263, WMV, or MPEG-4 and scale the video to 400x300 pixels. Then use the highest bit rate and quality settings that will still allow the final video to fit within your channel's file upload size limitations

### AUDIO

AAC or mp3 with a bit rate of 128 kbps

### LENGTH

15 seconds

## Custom Newsletter Specifications

Client provides fully assembled HTML (max 600 pixel width), including all images, copy, and links as well as the subject line (55 characters or less) and a text file of the email

## Fixed Placement Specifications

### TOP EXHIBITION FEATURE

200x300 JPEG; Client name, address, website; Show title, dates, hours, description + pdf of press release

## Photo Gallery Specifications

### NUMBER OF IMAGES

Up to 15

### FILE SIZE

72 DPI

### IMAGE SIZE

750x100 pixels

### FORMAT

JPEG or PSD

### ADDITIONAL REQUIREMENTS

Caption (up to 20 words), copyright information, and click through URL

### NOTES

Advertiser must have appropriate rights to include each image in a photo gallery on BLOUIN ARTINFO

## inRead™ Placement Specifications

### VIDEO SIZE

16:9 (4:3 not supported)

### VIDEO FORMAT

FLV, MP4, MOV, VAST, VPAID, Youtube video key

### MAX FILE SIZE

Should not exceed 200MB

### LENGTH

No restrictions