c&en MEDIA GROUP

RICH MEDIA SPECIFICATIONS
REVEAL AD UNITS

	DESKTOP	TABLET	MOBILE
HEADER REVEAL			
BACKGROUND CANVAS SIZE	2500 x 450	1490 x 300	736 x 320
SAFE AREA	1490 x 390	768x240	320 x 260
STATIC AD RATES $100/CPM			
ANIMATED AD RATES $130/CPM			

HEADER REVEAL

The header reveal unit offers a large space to promote your advertising message. It will be the first thing readers see as they log onto our site at the very top of cen.acs.org.

We will need you to send us 3 different ad sizes to be able to serve across all devices including desktop, tablet and mobile.

AD SUBMISSION GUIDELINES:
- **AD FORMAT:** PSD OR HTML5 FILE
- **AD TYPE:** STATIC OR ANIMATED
- **AUDIO/VIDEO:** VIDEOS CAN BE SUBMITTED AS MP4, VAST, YOUTUBE, OR VIMEO LINKS
- **MAX VIDEO FILE SIZE:** 30 MB
- **3RD PARTY CLICK TRACKER:** YES
- **ANIMATION:** FADE, ROTATE, SCALE, OR SLIDE CAN BE BUILT INTO AN AD

ADDITIONAL AD GUIDELINES
Please keep edges clear of content. Our ad server will place a close 'x' button in the top right corner of your ad.

SAFE AREA
Please include all your messaging, call to action and any other imagery pertaining to your ad in the safe space area only, and make sure to match the color of the safe space area to the background canvas color. No messaging or content should fall in the background canvas area.

HEADER REVEAL

SAFE SPACE
For your advertising message

BACKGROUND CANVAS (No Text)

c&en MEDIA GROUP
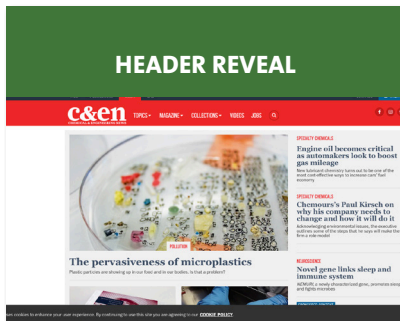
RICH MEDIA SPECIFICATIONS
DIGITAL ADVERTISING

EXPANDABLE DISPLAY UNITS

AD RATES & SPECS

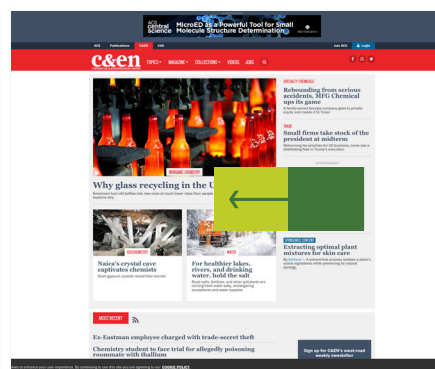|	HALF PAGE	LEADERBOARD	MEDIUM RECTANGLE
DIMENSIONS	300 X 600 Expands left to 380 x 600	728 x 90 Expands to down to 728 x 270	300 x 250 Expands left to 600 x 250
INITIAL FILE SIZE	100 KB	40 KB	40 KB
SECONDARY FILE SIZE	200KB	100KB	100 KB
AUDIO/VIDEO	Yes	Yes	Yes
3RD PARTY 1X1	Yes	Yes	Yes
RATES	$65/CPM	$55/CPM	$50/CPM

LEADERBOARD

HALF PAGE
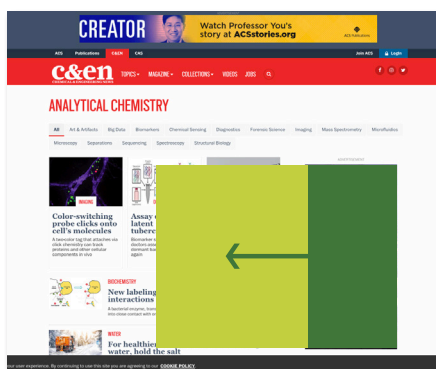
MEDIUM RECTANGLE

RICH MEDIA AD GUIDELINES

GENERAL AD GUIDELINES

- Ad materials are due a minimum of **ten** business days prior to campaign launch.
- ACS reserves the right of final approval on creative assets. All creative changes must be approved by ACS or risk being removed from the site.
- Any advertisement which has a detrimental impact on the site, or causes a negative user experience will be pulled from the site without notice.
- All creatives must be designed with a solid background color to avoid unwanted color conflicts with the displaying page.
- The advertising content must be clearly identifiable as an advertisement, as opposed to a link within site content. Advertisers must be clearly identified by name in at least one frame of the advertising content.
- Ad units that have a white or partially white background must be bound by a visible one (1) pixel non-white box built into the graphic. Creative must still meet size specifications with border.
- Ad units must have a linking URL that resolves to an active page.

RICH MEDIA AD GUIDELINES

- Please allow **ten** business days for testing and review of all rich media.
- C&EN accepts advertising from a pre-approved set of rich media providers. All other Rich Media Providers considered are subject to testing and approval.
- Back up image file (JPEG or GIF) must be submitted with all flash and rich media placements.
- All third party creative must open a new window.
- Expandable rich media ads will not be served to mobile devices.

CONTROLS

- Expand: Must be user-initiated
- Expand: Panels must close in same method as expanded and include a close button
  - Expand on mouse-over must collapse on mouse-off
  - Expand on-click may collapse on-click
- Audio: Must be user-initiated on click and include a "Mute" button. Audio must stop when the panel is closed.
- Video: May be user-initiated on click; if auto-play video cannot exceed 30 seconds, file size: 2.2 megs.
- Video: Must include "Play" and "Stop" buttons.

AD SERVING

- Rich Media ad units must be served by an accepted third party vendor. Please contact onlineads@acs.org for a list of approved vendors.

GET **5X** THE CLICK-THROUGH RATE WITH RICH MEDIA ADVERTISING

150 MEASURABLE ELEMENTS INCLUDING: IMPRESSIONS, CLICKS, MOUSE-OVERS, COMPLETION, VIDEO-INITIATION

AVERAGE STATISTICS

AVERAGE INTERACTION RATES (CTR)

STATIC	RICH MEDIA	RICH MEDIA WITH VIDEO
1.66%	3.77%	9.1%

Please note rates are reflected as NET.

1000%* INCREASE IN AD INTERACTIONS

*According to ClickZ, rich media ads can generate up to 1,000% increase in ad interactions, making engagement rates 6 times higher than static display ads.