



**c&en** MEDIA GROUP

# RICH MEDIA SPECIFICATIONS

## DIGITAL ADVERTISING

### RICH MEDIA AD RATES & SPECS

**HALF PAGE**

**LEADERBOARD**

**MEDIUM RECTANGLE**

**INTERSTITIAL**

**FLOATING FOOTER**

#### 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

640 x 480

970 x 66

#### INITIAL FILE SIZE

100 KB

40 KB

40 KB

100 KB

100 KB

#### SECONDARY FILE SIZE

200KB

100KB

100 KB

200 KB

100 KB

#### AUDIO/VIDEO

Yes

Yes

Yes

Yes

No

#### 3RD PARTY 1X1

Yes

Yes

Yes

Yes

No tracking pixel

#### RATES

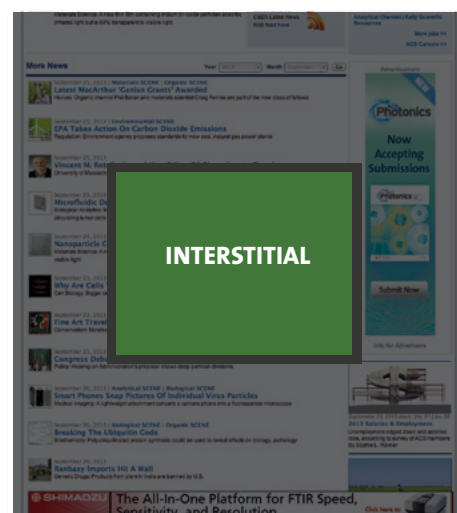
\$65/CPM

\$55/CPM

\$50/CPM

\$5,500/month

\$5,000/month



FOR ADDITIONAL INFORMATION: CONTACT [ADVERTISING@ACS.ORG](mailto:ADVERTISING@ACS.ORG) OR VISIT [CENMEDIKIT.ORG](http://CENMEDIKIT.ORG)

## 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.
- Rich Media units 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 for auto-play; if auto-play video cannot exceed 30 seconds, file size: 2.2 megs.
- Video: Must include “Play” and “Stop” buttons.
- Floating Footer must contain close [x] button.

### AD SERVING

- Rich Media ad units must be served by an accepted third party vendor. Please contact [onlineads@acs.org](mailto: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%

### 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.