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1 - THE BASICS

DISPLAY REQUIREMENTS

OVERVIEW

Standard Units

Standard units are defined as any advertising confined to preset ad positions on any Boston Globe Media digital property. Common sizes include 300x250, 728x90, 160x600, and others. Consult an Ad Operations Campaign Manager for available sizes on any property.

- All motion/animation must cease at 30 seconds.
- Animated ads may loop but must cease after third display, or at 30 seconds, whichever comes first.
- Ads may animate indefinitely if user initiated via click on a clearly labeled button.
- No sound/audio unless user initiated via click on a clearly labeled button.
- In-banner video may play on load but must be muted; sound can be turned on by user click, and optionally rewind to start of video. A prominent pause button must also be included.
- Flash ads must be published for Flash Player 10.1 or lower.
- Static ads can be accepted as JPG, GIF, or PNG.
- Consult ad specs on page 22 or a Campaign Manager for individual file size limits.

Rich Media Units

Rich Media units are defined as any ad that overlaps with, interrupts, or pushes editorial content. We currently offer five Rich Media products: Sliding Billboard, Overlay, Interstitial, Pushdown, and Pushover. (Limited to Sliding Billboard on BostonGlobe.com.) See Chapter 4: Rich Media Ad Units for specifics on each. For all products:

- Rich Media advertising can display automatically on page load, limited to once per user per day. This is the "autoplay" or "capped" campaign.
- On subsequent same-day pageviews, Rich Media may appear only on user click from a "companion" ad unit, such as 300x250, 728x90, or 982x30 (pencil). This is the "replay" or "uncapped" campaign.
- Autoplay must close or collapse at 10 seconds.
- Replay may stay open indefinitely until the user clicks a "close" button.
- Replay may optionally display different creative than autoplay.
- Flash ads must be published for Flash Player 10.1 or lower.
- Consult ad specs on page 22 or a Campaign Manager for individual file size limits.
Current Browser Support

Users view our sites on a wide variety of web browsers. To ensure the majority of users can properly view your ad, browser testing is recommended for the following browsers and versions:

**Google Chrome**
Version 16.0 and later

**Microsoft Internet Explorer**
Version 8.0 and later

**Mozilla Firefox**
Version 3.6 and later

**Safari**
Version 5.1 and later
1 - THE BASICS

LEAD TIME REQUIREMENTS

Standard IAB Ad Units

<table>
<thead>
<tr>
<th>Boston Globe Media</th>
<th>5–7 business days (up to three different creative versions per ad size)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client supplied</td>
<td>3–5 business days</td>
</tr>
</tbody>
</table>

Standard Rich Media (templated)

<table>
<thead>
<tr>
<th>Boston Globe Media created</th>
<th>2 weeks prior to go live date, assets and direction due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client supplied</td>
<td>1 week prior to go live date, all files due</td>
</tr>
</tbody>
</table>

Custom Rich Media

| Boston Globe Media created | 6 weeks from client kickoff call, 5 weeks from when assets are received |

Custom Rich Media Timeline

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 weeks prior to launch</td>
<td>Client kickoff call with Boston Globe Media</td>
</tr>
<tr>
<td>5 weeks prior to launch</td>
<td>Client provides all assets and direction to Campaign Manager</td>
</tr>
<tr>
<td>3 weeks prior to launch</td>
<td>Work in-progress test page is provided to the client for visual approval</td>
</tr>
<tr>
<td>2 weeks prior to launch</td>
<td>Test page is sent out to our QA and Traffic teams for full testing</td>
</tr>
<tr>
<td>1 week prior to launch</td>
<td>Fully functioning test page is sent to client for final approval</td>
</tr>
<tr>
<td>24 hours prior to launch</td>
<td>Final, finished test campaign is sent to traffic to set live</td>
</tr>
</tbody>
</table>
# 2 - DIGITAL AD SPECS

## BOSTON.COM

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Dimensions (with max file size)</th>
<th>Format</th>
<th>Animation</th>
<th>Placement &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overlay</td>
<td>Desktop: 800x600 (80K) Tablet: 550x550 (60K) Mobile: 480x480 (40K)</td>
<td>gif, jpg, swf</td>
<td>10s</td>
<td>Site-wide. Must be designed to overlay other Flash elements on the page. It must have a visible close button, swf format and cap to 1/user/day. Can use a 160x600, 728x90 or 300x250 banner to replay overlay.</td>
</tr>
<tr>
<td></td>
<td>Pencil 982x30 (20K)</td>
<td>gif, jpg, swf</td>
<td>10s</td>
<td>Homepage &amp; Section Fronts. A 982x30 banner that appears below the navigation bar near the top of the page.</td>
</tr>
<tr>
<td>Pushdown</td>
<td>Desktop: 1044x600 (100K) Tablet: 550x550 (60K) Mobile: 480x480 (40K)</td>
<td>gif, jpg, swf</td>
<td>10s</td>
<td>Homepage &amp; Section Fronts. A 1044x600 banner ad that pushes all content down.</td>
</tr>
<tr>
<td>Pushover</td>
<td>Desktop: 768x600 (70K) Tablet: 550x550 (60K) Mobile: 480x480 (40K)</td>
<td>gif, jpg, swf</td>
<td>10s</td>
<td>Homepage &amp; Section Fronts. A 768x600 banner ad that pushes all content to the left.</td>
</tr>
<tr>
<td>Sliding Billboard w/ Pencil</td>
<td>Collapsed— Desktop and Tablet: 982x30 (20K) Mobile: 320x50 (10K) Expanded— Desktop and Tablet: 982x300 (80K) Mobile: 320x480 (40K)</td>
<td>gif, jpg, swf</td>
<td>10s</td>
<td>Homepage &amp; Section Fronts. A 982x30 banner that appears below navigation bar, above content. Expands to 982x300, pushing content down.</td>
</tr>
<tr>
<td>Sponsor Logo</td>
<td>88x31 (10K)</td>
<td>gif, jpg</td>
<td>n/a</td>
<td>Homepage &amp; Section Fronts.</td>
</tr>
<tr>
<td>Sponsored Section</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>Sponsored section on Boston.com. See sales rep for more details</td>
</tr>
<tr>
<td>Stream Banner</td>
<td>320x50 (10K)</td>
<td>gif or jpg</td>
<td>15s / 2 loops</td>
<td>Homepage well or site-wide streams (spots 1-20).</td>
</tr>
<tr>
<td>Stream Box</td>
<td>300x250 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Homepage well or site-wide streams (spots 1-20).</td>
</tr>
<tr>
<td>Stream Horizon</td>
<td>600x300 (60K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Homepage well or site-wide streams (spots 1-20).</td>
</tr>
<tr>
<td>Top Right Box</td>
<td>300x250 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide, upper right corner of all pages.</td>
</tr>
<tr>
<td>Top Right Halfpage</td>
<td>300x600 (60K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide, upper right corner of all pages.</td>
</tr>
<tr>
<td>Top Right Portrait</td>
<td>300x1050 (80K)</td>
<td>gif, jpg, swf</td>
<td>15s</td>
<td>Site-wide, upper right corner of all pages.</td>
</tr>
<tr>
<td>Video PreRoll</td>
<td>4:3 or 16:9 (1MBps)</td>
<td>flv, avi, mov, 3gp, mpg4, wmv, h.264, mpeg2, dv</td>
<td>15s</td>
<td>Site-wide (no weather).</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>2000x1800 (80K)</td>
<td>gif or jpg</td>
<td>n/a</td>
<td>Wallpaper art must be limited to graphics only. No copy/text unless it is integral to the logo or brand name of the advertiser.</td>
</tr>
</tbody>
</table>
## 2 - DIGITAL AD SPECS

### BDCWIRE

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Dimensions (with max file size)</th>
<th>Format</th>
<th>Animation</th>
<th>Placement &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>160x600 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears on the right rail in the 5th Feature Stack spot only.</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears at the top of each page.</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320x50 (10K)</td>
<td>gif or jpg</td>
<td>15s / 2 loops</td>
<td>Site-wide.</td>
</tr>
<tr>
<td>Stream - Sponsored</td>
<td>Image: 199x136 (10K) Logo: 88x31 (5K)</td>
<td>gif or jpg</td>
<td>static</td>
<td>Site-wide. Appears within stream of Boston.com stories. Looks similar to content but with a distinguishing color. Includes an image, title (50 characters max), tease (130 characters max) and logo.</td>
</tr>
<tr>
<td>Content/Post</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stream Banner</td>
<td>320x50 (10K)</td>
<td>gif or jpg</td>
<td>15s / 2 loops</td>
<td>Site-wide. Appears within the infinite scroll stream. Can run in spots 1-20.</td>
</tr>
<tr>
<td>Stream Box</td>
<td>300x250 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears within the infinite scroll stream. Can run in spots 1-20.</td>
</tr>
<tr>
<td>Stream Horizon</td>
<td>600x300 (60K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears within the infinite scroll stream. Can run in spots 1-20.</td>
</tr>
<tr>
<td>Top Right Box</td>
<td>300x250 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears in the upper right corner of all pages.</td>
</tr>
<tr>
<td>Top Right Halfpage</td>
<td>300x600 (60K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears in the upper right corner of all pages.</td>
</tr>
</tbody>
</table>

All ad units support 3rd party tracking.
### 2 - DIGITAL AD SPECS

**BETABOSTON**

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Dimensions (with max file size)</th>
<th>Format</th>
<th>Animation</th>
<th>Placement &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>160x600 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears on the right rail in the 5th Feature Stack spot only</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears at the top of each page.</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>320x50 (10K)</td>
<td>gif or jpg</td>
<td>15s / 2 loops</td>
<td>Site-wide.</td>
</tr>
<tr>
<td>Stream - Sponsored Content/Post</td>
<td>Image: 199x136 (10K) Logo: 88x31 (5K)</td>
<td>gif or jpg</td>
<td>static</td>
<td>Site-wide. Appears within stream of Boston.com stories. Looks similar to content but with a distinguishing color. Includes an image, title (50 characters max), tease (130 characters max) and logo.</td>
</tr>
<tr>
<td>Stream Banner</td>
<td>320x50 (10K)</td>
<td>gif or jpg</td>
<td>15s / 2 loops</td>
<td>Site-wide. Appears within the infinite scroll stream. Can run in spots 1-20.</td>
</tr>
<tr>
<td>Stream Box</td>
<td>300x250 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears within the infinite scroll stream. Can run in spots 1-20.</td>
</tr>
<tr>
<td>Stream Horizon</td>
<td>600x300 (60K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears within the infinite scroll stream. Can run in spots 1-20.</td>
</tr>
<tr>
<td>Top Right Box</td>
<td>300x250 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears in the upper right corner of all pages.</td>
</tr>
<tr>
<td>Top Right Halfpage</td>
<td>300x600 (60K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. Appears in the upper right corner of all pages.</td>
</tr>
</tbody>
</table>

All ad units support 3rd party tracking.
## 2 - DIGITAL AD SPECS

### BOSTONGLOBE.COM

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Dimensions</th>
<th>Format</th>
<th>Animation</th>
<th>Placement &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Ad</td>
<td>300x250 (40K)</td>
<td>gif, jpg, swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. All locally served ads, require a SWF, FLA, GIF/JPG and click-through URL.</td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>300x250 (initial load: 60K; video load: 1.2MB)</td>
<td>swf</td>
<td>30s / 4 loops</td>
<td>Site-wide. A pause button and user initiated sound are required. All rich media ads need both an animated and a static creative. Flash ads cannot have site URLs embedded within the creative.</td>
</tr>
<tr>
<td>Sticky Ad</td>
<td>180x85 (10K)</td>
<td>jpg and gif</td>
<td>n/a</td>
<td>Site-wide. Runs on article pages only.</td>
</tr>
<tr>
<td>Pencil</td>
<td>1232x30 (25K)</td>
<td>gif, jpg, swf</td>
<td>10s</td>
<td>Homepage &amp; Section Fronts. A 1232x30 banner that appears below the navigation bar near the top of the page.</td>
</tr>
<tr>
<td>Sliding Billboard</td>
<td>1232x415 (100K)</td>
<td>gif, jpg, swf</td>
<td>10s</td>
<td>Homepage &amp; Section Fronts. A 1232x415 banner that appears over the content and slides down from below the navigation bar.</td>
</tr>
</tbody>
</table>

All ad units support 3rd party tracking.
## 2 - DIGITAL AD SPECS

### CLASSIFIEDS

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Dimensions</th>
<th>Max File Size</th>
<th>Format</th>
<th>Animation</th>
<th>Placement &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marquee</td>
<td>275x105</td>
<td>30K</td>
<td>gif, jpg or swf</td>
<td>30s / 4 loops</td>
<td>Cars homepage. Appears on top left corner of Cars Homepage</td>
</tr>
<tr>
<td>Expanding Marquee</td>
<td>275x105 &amp; 327x207</td>
<td>30K &amp; 50K</td>
<td>gif, jpg or swf</td>
<td>30s / 4 loops</td>
<td>Cars homepage. Appears on top right corner of Cars Homepage</td>
</tr>
<tr>
<td>Tile</td>
<td>175x342</td>
<td>30K</td>
<td>gif, jpg or swf</td>
<td>30s / 4 loops</td>
<td>Cars homepage. Appears on right side of Cars Homepage</td>
</tr>
<tr>
<td>Box Ad</td>
<td>300x142</td>
<td>30K</td>
<td>gif or jpg</td>
<td>static</td>
<td>Cars homepage. Appears on left and right side of Cars Homepage</td>
</tr>
<tr>
<td>Mini Box</td>
<td>148x87</td>
<td>30K</td>
<td>gif, jpg</td>
<td>static</td>
<td>Cars homepage. Appears on left and right side of Cars Homepage</td>
</tr>
<tr>
<td>Mid-Banner</td>
<td>609x48 &amp; 609x90</td>
<td>30K</td>
<td>gif, jpg or swf</td>
<td>rollover</td>
<td>Cars homepage. Appears in the center of Cars Homepage</td>
</tr>
<tr>
<td>Showcase Ad</td>
<td>400x375</td>
<td>80K</td>
<td>gif, jpg or swf</td>
<td>30s / 4 loops</td>
<td>Luxury Living homepage</td>
</tr>
<tr>
<td>Showcase Banner</td>
<td>329x75</td>
<td>30K</td>
<td>gif, jpg</td>
<td>static</td>
<td>Luxury Living homepage.</td>
</tr>
<tr>
<td>Spotlight Ad</td>
<td>460x150</td>
<td>Template</td>
<td>n/a</td>
<td></td>
<td>Search Results Page. Real Estate Section</td>
</tr>
<tr>
<td>Mini-banner</td>
<td>300x130</td>
<td>20K</td>
<td>gif, jpg or swf</td>
<td>30s / 4 loops</td>
<td>Real Estate homepage</td>
</tr>
<tr>
<td>T6</td>
<td>120x90</td>
<td>Template</td>
<td>static</td>
<td></td>
<td>Real Estate Sub section front.</td>
</tr>
</tbody>
</table>
3 - CLICKTAG SET UP

**ADDING A CLICKTAG** (AS 3)

ClickTAGs are used in Flash files in place of Click URLs. The ClickTAG allows the Ad Operations team to assign the destination URL within the ad server and track clicks.

Once the button is created in Flash, select the button and open the Properties panel. Give the button an **Instance Name**—for example, “myButton.”

Create an **“actions” layer** on the timeline. In Frame 1 of that layer, copy and paste the following code, replacing **xx** with the Instance Name of the button:

```ActionScript
xx.addEventListener(MouseEvent.CLICK, myClickTag);

function myClickTag(e:MouseEvent) {
    var click_url:String = root.loaderInfo.parameters.clickTAG;
    if (click_url) {
        var userAgent:String = "false";
        try{
            userAgent = ExternalInterface.call('function(){ if(((/MSIE/).test(navigator.userAgent) || (/Trident.*rv\:11\./).test(navigator.userAgent)))\{return "true"\}else{return "false" \} };{}catch(e)\{
            if (userAgent === "true") {
                ExternalInterface.call('window.open', click_url, '_blank');
            } else {
                navigateToURL(new URLRequest(click_url),"_blank");
            }
        }
    }
}
```

Please make sure to inform the Campaign Manager of the destination URL associated with the ClickTAG.

**NOTE:** The **syntax** of “ClickTAG” is essential—all one word, **click** all lowercase and **TAG** in caps.
3 - CLICKTAG SET UP

USING MULTIPLE CLICKTAGS

For ads that require multiple destination URLs, multiple clickTAGs should be used. The maximum number of clickTAGs allowed per ad unit is five.

For the first clickTAG, follow the same instructions outlined on Page 7.

For all subsequent clickTAGs, follow the same steps, then add a number to the end of the instance name, function name and “clickTAG” portion as shown in red text below. The Actionscript for the second clickTAG would be:

```actionscript
xx1.addEventListener(MouseEvent.CLICK, myClickTag1);

function myClickTag1(e:MouseEvent) {
    var click_url1:String = root.loaderInfo.parameters.clickTAG1;
    if (click_url1) {
        var userAgent:String = "false";
        try{
            userAgent = ExternalInterface.call('function(){ if((/MSIE/).test(navigator.userAgent) || (/Trident.*rv\:11\./).test(navigator.userAgent))){return "true"}else{return "false" } }');
        }catch(e){}
        if (userAgent === "true") {
            ExternalInterface.call('window.open', click_url1, '_blank');
        } else {
            navigateToURL(new URLRequest(click_url1),"_blank");
        }
    }
}
```

Note there are EIGHT (8) places where the number must be added.
The Actionscript for a third clickTAG would be:

```actionscript
xx2.addEventListener(MouseEvent.CLICK, myClickTag2);

function myClickTag2(e:MouseEvent) {
    var click_url2:String = root.loaderInfo.parameters.clickTAG2;
    if (click_url2) {
        var userAgent:String = "false";
        try{
            userAgent = ExternalInterface.call('function(){ if(((/MSIE/).test(navigator.userAgent) || (/Trident.*rv:\:11\./).test(navigator.userAgent))) {return "true"} else {return "false"} }');
        }catch(e){}
        if (userAgent === "true") {
            ExternalInterface.call('window.open', click_url2, '_blank');
        } else {
            navigateToURL(new URLRequest(click_url2),"_blank");
        }
    }
}
```

Be sure to inform the Campaign Manager of the destination URL associated with each clickTAG.

**NOTE:** The syntax of “clickTAG” is essential—all one word, **click** all lowercase and **TAG** in caps.
4 - ANIMATION

ANIMATION TIME LIMITS

Standard display units that run on any Boston Globe Media property must stop all automatic animation after 30 seconds of playback or three loops of animation, whichever comes first. Sound/audio cannot play unless user initiated via click on a clearly labeled button. Animation and sound may continue indefinitely if user initiated via click on clearly labeled buttons.

Rich Media ads interrupt, overlap or move editorial site content. These units have an automatic initial load that must stop animation and close after 10 seconds of playback. User initiated replays may remain open indefinitely until the user hits a “Close” button.
4 - ANIMATION

FLASH: ADJUSTING FRAME RATE

The speed at which the animation plays in Flash is called the Frame Rate and it is measured in Frames Per Second (FPS).

In the Properties panel, select the FPS setting and adjust.

Increasing the number will speed up the animation; decreasing the number will slow down the animation. Our recommended Frame Rate is 24 FPS, as most users’ computers will not process a higher FPS.

The frame rate can also be adjusted at the bottom of the Timeline panel.

In a Flash file with a frame rate of 24 FPS, the final frame should be Frame 720 (24 FPS x 30 seconds = Frame 720).
4 - ANIMATION

FLASH: STOPPING ANIMATION

Once the animation has completed, it is important to add a **stop command** to prevent the animation from endlessly looping.

Add an “**actions**” layer to the timeline.

In the final frame of the animation, create a **blank key frame** in the “actions” layer.

Select the key frame just created and open the Actions panel and enter the following Actionscript:

```actionscript
stop();
```
4 - ANIMATION

FLASH: LOOPING ANIMATION

If the animation in an ad is short, it can be looped while still complying with the time limit guidelines outlined on Page 14.

First, follow the instructions on Page 16 to set up an “actions” layer and final keyframe.

Select the key frame just created and open the Actions panel. Copy and paste the following Actionscript:

```actionscript
stop();
var totalLoops:int = X;
var loopCount:int;

if(loopCount != totalLoops) {
    gotoAndPlay(1);
    loopCount++;
}
```

Replace “X” with the number of times the animation should loop before stopping. The end of the last loop must be completed within 30 seconds. For example, if the animation from beginning to end is 10 seconds, it can only loop 3 times.
5 - RICH MEDIA AD UNITS

INTRODUCTION

Rich Media ads interrupt, overlap or move editorial site content. These units have an automatic initial load that must stop animation and close after 10 seconds of playback. Sound/audio cannot play unless a user initiates via click on a clearly labeled button.

User initiated replays may remain open indefinitely until the user hits a “Close” button.

These ad units automatically display once per user per day. Upon future visits, they appear on user initiation only. Animation, audio and video can reoccur when a user initiates an ad.

All instructions in this chapter detail the required set up in Adobe Flash to work with Boston Globe Media rich media templates.

"FLA" refers to the source Flash file for editing, and "SWF" refers to the published file that is trafficked to BGM.

Alternatively, static creative can also be used, which require only the static assets to be delivered.

For optimal integration with our Rich Media templates, it is strongly suggested that only Actionscript 3 be used.
5 - RICH MEDIA AD UNITS

ABOUT THIRD PARTY RICH MEDIA TAGS

Stop! Consider using a BGM Rich Media template...

We have developed templates for all of our Rich Media ad products. They have been optimized to run perfectly on our sites, are rich in functionality and compatibility, and are at the forefront of ad rendering technology.

Other advantages:

• Templates have been built to be responsive, as all BGM sites are now responsively designed. Creative(s) will remain visible and display optimal creative no matter the browser window size.

• Templates have been through rigorous quality assurance testing on all modern browser types, operating systems, and smartphone/tablet devices.

• Flash and static formats are all compatible with templates.

• Our templates allow for alternative creative to display on replay (or any user invoked action), giving you greater flexibility to convey your message.

• The advertiser can optionally provide a 1x1 transparent tracking pixel.

If your campaign still requires a third party rich media tag...

To prevent technical issues, immediately inform your Campaign Manager of your intention to use a third party tag.

Other considerations:

• Ads on BGM sites are initially loaded into an out-of-page 1x1 ad slot. Not all third party tags work as predicted in this environment. As a result, testing is required to ensure reliable display.

• In order to test, the tag must be delivered no later than 2 weeks prior to campaign launch.

• If the deadline is not met, we will default to a BGM rich media template and the advertiser will be asked to provide assets and tracking pixels.

• All controls must fully comply with Boston Globe Media display requirements (page 3) with regard to duration, close button, expand/replay controls, muted sound, etc. Ads that violate display requirements will be rejected.
RICH MEDIA AD UNITS

SLIDING BILLBOARD WITH PENCIL (BOSTON.COM)

General Info

The Sliding Billboard pushes down editorial content. The unit has an automatic initial load that must stop animation and close after 10 seconds. Sound/audio is allowed, but cannot play unless a user initiates via click on a clearly labeled button. All ad units must include a clearly labeled “Close” button in the top right corner of the ad. For optimal integration with our rich media templates, it is strongly suggested that only Actionscript 3 be used.

To serve on all screens the Sliding Billboard with Pencil requires the following files:

PENCIL:
- Desktop (swf, jpg or gif): 982x30 pixels - 20K max file size
- Tablet (jpg or gif): 982x30 pixels - 20K max file size
- Mobile Static (jpg or gif): 320x50 - 10K max file size

BILLBOARD:
- Desktop (swf, jpg or gif): 982x300 pixels - 80K max file size
- Tablet Static (jpg or gif): 982x300 pixels - 80K max file size
- Mobile Static (jpg or gif): 320x480 pixels - 40K max file size

The expanded creative must have a clearly labeled “Close” button in the top right hand corner.

Pencil File Setup

In the Flash file, create an “actions” layer on the timeline. In the Actions panel, enter the following securities code in the first frame of that layer:

```actionscript
Security.allowDomain("http://cache.boston.com");
Security.allowDomain("http://www.boston.com");
Security.allowDomain("http://graphics.boston.com");
Security.allowDomain("http://boston.com");
```

NOTE: All code samples are in Actionscript 3.0
Adding a Replay Button

Create a prominent “Replay” button on the right side of the creative. The replay button should be a minimum size of 100x30 pixels. The replay button layer must be above the clickTAG layer; otherwise, the clickTAG will supercede it and the replay button will not work. Select the replay button, and give it an instance name in the properties panel:

In the “actions” layer on the timeline. In Frame 1 of that layer, enter the following code, replacing xx with the Instance Name of the button:

```actionscript
xx.addEventListener(MouseEvent.CLICK, replay_billboard);

function replay_billboard(myEvent:MouseEvent){
    ExternalInterface.call(root.loaderInfo.parameters.openAd);
}
```

Billboard File Setup

In the desktop Flash file, create an “actions” layer on the timeline. In the Actions panel, enter the following securities code in the first frame of that layer:

Continued on the next page...
In the same Actions panel, enter the following **import code** underneath the securities code.

```java
import flash.external.ExternalInterface;
```

**Adding a Close Button**

Create a prominent "Close" button at the top right of the creative. The close button should be a minimum size of 100x30 pixels. The close button layer must be above the clickTAG layer; otherwise, the clickTAG will supercede it and the close button will not work. Select the close button, and give it an instance name in the properties panel:

![Properties panel](image)

In the “actions” layer on the timeline. In Frame 1 of that layer, enter the following code, replacing **XX** with the Instance Name of the button:

```javascript
xx.addEventListener(MouseEvent.CLICK, close_billboard);

function close_billboard(myEvent:MouseEvent){
    ExternalInterface.call(root.loaderInfo.parameters.closeAd);
}
```
RICH MEDIA AD UNITS

SLIDING BILLBOARD WITH PENCIL (BOSTONGLOBE.COM)

General Info

The Sliding Billboard pushes down editorial content. The unit has an automatic initial load that must stop animation and close after 10 seconds. Sound/audio is allowed, but cannot play unless a user initiates via click on a clearly labeled button. All ad units must include a clearly labeled “Close” button in the top right corner of the ad. For optimal integration with our rich media templates, it is strongly suggested that only Actionscript 3 be used.

To serve on all screens the Sliding Billboard with Pencil requires the following files:

PENCIL:
- Desktop (swf, jpg or gif): 1232x30 pixels - 25K max file size
- Tablet (jpg or gif): 982x30 pixels - 20K max file size
- Mobile Static (jpg or gif): 320x50 - 10K max file size

BILLBOARD:
- Desktop (swf, jpg or gif): 1232x415 pixels - 80K max file size
- Tablet Static (jpg or gif): 982x300 pixels - 80K max file size
- Mobile Static (jpg or gif): 320x480 pixels - 40K max file size

The expanded creative must have a clearly labeled “Close” button in the top right hand corner.

Pencil File Setup

In the desktop Flash file, create an “actions” layer on the timeline. In the Actions panel, enter the following securities code in the first frame of that layer:

```
Security.allowDomain("http:/cache.boston.com");
Security.allowDomain("http:/www.boston.com");
Security.allowDomain("http:/graphics.boston.com");
Security.allowDomain("http:/boston.com");
```

NOTE: All code samples are in Actionscript 3.0
In the same Actions panel, enter the following **import code** underneath the securities code.

```javascript
import flash.external.ExternalInterface;
```

**Adding a Replay Button**

Create a prominent “**Replay**” button on the right side of the creative. The replay button should be a minimum size of 100x30 pixels. The replay button layer must be above the clickTAG layer; otherwise, the clickTAG will supercede it and the replay button will not work. Select the replay button, and give it an instance name in the properties panel:

![Properties panel with instance name](image)

In the “actions” layer on the timeline. In Frame 1 of that layer, enter the following code, replacing **xx** with the Instance Name of the button:

```javascript
xx.addEventListener(MouseEvent.CLICK, replay_billboard);

function replay_billboard(myEvent:MouseEvent){
    ExternalInterface.call(root.loaderInfo.parameters.openAd);
}
```

**Billboard File Setup**

In the desktop Flash file, create an **actions** layer on the timeline. In the Actions panel, enter the following **securities code** in the first frame of that layer:

---

*Continued on the next page...*
In the same Actions panel, enter the following **import code** underneath the securities code.

```actionscript
import flash.external.ExternalInterface;
```

**Adding a Close Button**

Create a prominent **“Close”** button at the top right of the creative. The close button should be a minimum size of 100x30 pixels. The close button layer must be above the clickTAG layer; otherwise, the clickTAG will supersede it and the close button will not work. Select the close button, and give it an instance name in the properties panel:

In the “actions” layer on the timeline. In Frame 1 of that layer, enter the following code, replacing `xx` with the Instance Name of the button:

```actionscript
xx.addEventListener(MouseEvent.CLICK, close_billboard);

function close_billboard(myEvent:MouseEvent){
    ExternalInterface.call(root.loaderInfo.parameters.closeAd);
}
```
RICH MEDIA AD UNITS

OVERLAY

General Info

The Overlay covers editorial content on Boston.com. These units have an automatic initial load that must stop animation and close after 10 seconds. Sound/audio is allowed, but cannot play unless a user initiates via click on a clearly labeled button. All ad units must include a clearly labeled “Close” button in the top right corner of the ad. For optimal integration with our rich media templates, it is strongly suggested that only Actionscript 3 be used.

To serve on all screens the Overlay requires the following files:

- Desktop (swf, jpg or gif): 800x600 pixels - 80K max file size
- Tablet Static (jpg or gif): 550x550 pixels - 60K max file size
- Mobile Static (jpg or gif): 480x480 - 40K max file size

*Overlays must have a clearly labeled “Close” button in the top right hand corner.*

File Setup

In the desktop Flash file, create an “actions” layer on the timeline. In the Actions panel, enter the following securities code in the first frame of that layer:

```actionscript
Security.allowDomain("http://cache.boston.com");
Security.allowDomain("http://www.boston.com");
Security.allowDomain("http://graphics.boston.com");
Security.allowDomain("http://boston.com");
```

In the same Actions panel, enter the following import code underneath the securities code.

```actionscript
import flash.external.ExternalInterface;
```

**NOTE:** All code samples are in Actionscript 3.0
Adding a Close Button

Create a prominent “Close” button at the top right of the creative. The close button should be a minimum size of 100x30 pixels. The close button layer must be above the clickTAG layer; otherwise, the clickTAG will supercede it and the close button will not work. Select the close button, and give it an instance name in the properties panel:

![Properties panel](image)

In the “actions” layer on the timeline. In Frame 1 of that layer, enter the following code, replacing `xx` with the Instance Name of the button:

```plaintext
xx.addEventListener(MouseEvent.CLICK, close_overlay);

function close_overlay(myEvent:MouseEvent){
    ExternalInterface.call(root.loaderInfo.parameters.closeAd);
}
```

The initial load can only run for 10 seconds. The replay can be a separate file that may remain open indefinitely until the user hits the close button. A close button must be included in both files.

Replaying the Overlay

For an Overlay to replay, it must be accompanied by a “companion” ad unit—a big ad (300x250 pixels) or leaderboard (728x90 pixels)—with a replay button.

For the unit with the replay button, add the `securities` code to the “actions” layer:

```plaintext
Security.allowDomain("http:/cache.boston.com");
Security.allowDomain("http:/www.boston.com");
Security.allowDomain("http:/graphics.boston.com");
Security.allowDomain("http:/boston.com");
```
In the same Actions panel, enter the following import code underneath the securities code.

```java
import flash.external.ExternalInterface;
```

Create a “Replay” button in the ad. Select the button and give it an Instance Name in the Property Panel.

Add the following code to your actions layer on frame 1:

```java
xx.addEventListener(MouseEvent.CLICK, replayAd);

function replayAd(myEvent:MouseEvent){
   ExternalInterface.call(root.loaderInfo.parameters.openAd);
}
```

**NOTE:** Be sure to changed the "xx" to match your instance name.
RICH MEDIA AD UNITS

INTERSTITIAL

General Info

The Interstitial covers editorial content on Boston.com and has an automatic initial load that must stop animation and close after 10 seconds. Sound/audio is allowed, but cannot play unless a user initiates via click on a clearly labeled button. These ads do not a close button, the template will add one automatically. For optimal integration with our rich media templates, it is strongly suggested that only Actionscript 3 be used.

To serve on all screens the Interstitial requires the following files:

- Desktop (swf, jpg or gif): 1044x800 pixels - 100K max file size
- Tablet Static (jpg or gif): 550x550 pixels - 60K max file size
- Mobile Static (jpg or gif): 480x480 - 40K max file size

Interstitials do not need a close button, the template will add a close button automatically

File Setup

In the desktop Flash file, create an “actions” layer on the timeline. In the Actions panel, enter the following securities code in the first frame of that layer:

```actionscript
Security.allowDomain("http://cache.boston.com");
Security.allowDomain("http://www.boston.com");
Security.allowDomain("http://graphics.boston.com");
Security.allowDomain("http://boston.com");
```

In the same Actions panel, enter the following import code underneath the securities code.

```actionscript
import flash.external.ExternalInterface;
```

NOTE: All code samples are in Actionscript 3.0
RICH MEDIA AD UNITS

PUSHDOWN

General Info

The Pushdown pushes editorial content down on Boston.com and has an automatic initial load that must stop animation and close after 10 seconds. Sound/audio is allowed, but cannot play unless a user initiates via click on a clearly labeled button. All ad units need to include a clearly labeled “Close” button in the top right corner. For optimal integration with our rich media templates, it is strongly suggested that only Actionscript 3 be used.

To serve on all screens the Pushdown requires the following files:

- Desktop (swf): 1044x600 pixels - 90K max file size
- Desktop Static (jpg or gif): 1044x600 pixels - 90K max file size
- Tablet Static (jpg or gif): 550x550 pixels - 60K max file size
- Mobile Static (jpg or gif): 480x480 - 40K max file size

*Pushdown creative must have a clearly labeled “Close” button in the top right hand corner.*

File Setup

In the desktop Flash file, create an “actions” layer on the timeline. In the Actions panel, enter the following *securities code* in the first frame of that layer:

```actionscript
Security.allowDomain("http://cache.boston.com");
Security.allowDomain("http://www.boston.com");
Security.allowDomain("http://graphics.boston.com");
Security.allowDomain("http://boston.com");
```

In the same Actions panel, enter the following *import code* underneath the securities code.

```actionscript
import flash.external.ExternalInterface;
```

**NOTE:** All code samples are in Actionscript 3.0
Adding a Close Button

Create a prominent “Close” button at the top right of the creative. The close button should be a minimum size of 100x30 pixels. The close button layer must be above the clickTAG layer; otherwise, the clickTAG will supercede it and the close button will not work. Select the close button, and give it an instance name in the properties panel:

![Instance Name Example]

In the “actions” layer on the timeline. In Frame 1 of that layer, enter the following code, replacing xx with the Instance Name of the button:

```actionscript
xx.addEventListener(MouseEvent.CLICK, close_pushdown);

function close_pushdown(myEvent:MouseEvent){
    ExternalInterface.call(root.loaderInfo.parameters.closeAd);
}
```

The initial load can only run for 10 seconds. The replay can be a separate file that may remain open indefinitely until the user hits the close button. A close button must be included in both files.

Replaying the Pushdown

For a Pushdown to replay, it must be accompanied by a “companion” ad unit—a big ad (300x250 pixels) or leaderboard (728x90 pixels)—with a replay button.

For the unit with the replay button, add the securities code to the “actions” layer:

```actionscript
Security.allowDomain("http:/cache.boston.com");
Security.allowDomain("http:/www.boston.com");
Security.allowDomain("http:/graphics.boston.com");
Security.allowDomain("http:/boston.com");
```
In the same Actions panel, enter the following import code underneath the securities code.

```java
import flash.external.ExternalInterface;
```

Create a “Replay” button in the ad. Select the button and give it an Instance Name in the Property Panel.

Add the following code to your actions layer on frame 1:

```java
xx.addEventListener(MouseEvent.CLICK, replayAd);

function replayAd(myEvent:MouseEvent){
    ExternalInterface.call(root.loaderInfo.parameters.openAd);
}
```

**NOTE:** Be sure to changed the "xx" to match your instance name.
5 - RICH MEDIA AD UNITS

PUSHOVER

General Info

The Pushover pushes the editorial content on the Boston.com site over and has an automatic initial load that must stop animation and close after 10 seconds. Sound/audio is allowed, but cannot play unless a user initiates via click on a clearly labeled button. All ad units need to include a clearly labeled “Close” button in the top right corner. For optimal integration with our rich media templates, it is strongly suggested that only Actionscript 3 be used.

To serve on all screens the Pushover requires the following files:

- Desktop (swf, jpg or gif): 760x600 pixels - 70K max file size
- Tablet Static (jpg or gif): 550x550 pixels - 60K max file size
- Mobile Static (jpg or gif): 480x480 - 40K max file size

*Pushovers must have a clearly labeled “Close” button in the top right hand corner.*

File Setup

In the desktop Flash file, create an “actions” layer on the timeline. In the Actions panel, enter the following securities code in the first frame of that layer:

```actionscript
Security.allowDomain("http://cache.boston.com");
Security.allowDomain("http://www.boston.com");
Security.allowDomain("http://graphics.boston.com");
Security.allowDomain("http://boston.com");
```

In the same Actions panel, enter the following import code underneath the securities code.

```actionscript
import flash.external.ExternalInterface;
```

**NOTE:** All code samples are in Actionscript 3.0
Adding a Close Button

Create a prominent “Close” button at the top right of the creative. The close button should be a minimum size of 100x30 pixels. The close button layer must be above the clickTAG layer; otherwise, the clickTAG will supercede it and the close button will not work. Select the close button, and give it an instance name in the properties panel:

In the “actions” layer on the timeline. In Frame 1 of that layer, enter the following code, replacing xx with the instance name of the button:

```actionscript
x.x.addEventListener(MouseEvent.CLICK, close_pushover);

function close_pushover(myEvent:MouseEvent){
    ExternalInterface.call(root.loaderInfo.parameters.closeAd);
}
```

The initial load can only run for 10 seconds. The replay can be a separate file that may remain open indefinitely until the user hits the close button. A close button must be included in both files.

Replaying the Pushover

For a Pushover to replay, it must be accompanied by a “companion” ad unit—a big ad (300x250 pixels) or leaderboard (728x90 pixels)—with a replay button.

For the unit with the replay button, add the securities code to the “actions” layer:

```actionscript
Security.allowDomain("http://cache.boston.com");
Security.allowDomain("http://www.boston.com");
Security.allowDomain("http://graphics.boston.com");
Security.allowDomain("http://boston.com");
```
In the same Actions panel, enter the following **import code** underneath the securities code.

```plaintext
import flash.external.ExternalInterface;
```

Create a “**Replay**” button in the ad. Select the button and give it an **Instance Name** in the Property Panel.

![Instance Name](image)

Add the following code to your actions layer on frame 1:

```plaintext
xx.addEventListener(MouseEvent.CLICK, replayAd);

function replayAd(myEvent:MouseEvent){
    ExternalInterface.call(root.loaderInfo.parameters.openAd);
}
```

**NOTE:** Be sure to changed the "**xx**" to match your instance name.