

AviationWeek.com Traditional Banner Sizes

Placement	Ad Sizes
Run of Site	300x250, 728x90
Channel/Section Sponsorship	300x250
Search Box Sponsorship	100x35
WAD Sponsorship	180x150, 728x90 & 120x240
eBulletin Placements	300x250, 728x90
Bottom Home Page	468x60
Comment Sponsorship	120x60
Sourcebook	120x600
AWIN	728x90 & 120x240
Article Sponsorship	120x60

AviationWeek.com & AWIN support the following ad sizes:

300x250
 728x90
 100x35
 468x60
 180x150
 120x240
 120x600
 120x60

AviationWeek.com Additional Banners

EXPANDABLE BANNERSDimensions

One panel in either direction, down or to the left
 Maximum size is 300x500 or 600x250.

Close Expandable Banner:

'Close X' option to be implemented in the development stage.

File size:

60k initial load. Subsequent polite download can load to a maximum file size of 100k.

Details

Expansion must be user initiated (mouse over, click to expand)
 Any sound must also be user initiated via a click.

INTERSTITIALS

OVERLAY

FLOATING UNITS

IN BANNER VIDEO

AviationWeek.com Video Specifications

Preferred formats: .wmv & .mov

AVIATION WEEK will encode your video.

Main Video Player size is 480x270 pixels

If possible, provide stills for use in the video players:

480x270 pixels

120x90 pixels

Any image format (JPEG)

Optional items to include: See example below

Text Description:

Headline: 36 characters

Sub-headline: 36 characters

Body text: 188 characters. Can include hyperlink.

Keywords: Up to 4000 characters. The keywords are not displayed, but are used for search purposes.

For FTP instructions:

Contact Keith Gregory. 212-904-4166.Keith_Gregory@AviationWeek.com

AviationWeek.com Video Example



Headline

Sub-headline. Note this does not always appear on all players

Body text

AviationWeek.com Supported Banner Formats

Format	Requirements
.gif or animated .gif	File size must be under 60 K Provide click-through URL
Third party ad server	<p>We can deliver most third party tags. NOTE: some third party tags do not have modifications to track click-throughs. Please check before hand if your third party server is not listed below. Here are examples of ad server tags that can be modified:</p> <ul style="list-style-type: none"> • Atlas DMT • Avenuea Bluestreak • DoubleClick • Google • Interpolls • Mediaplex • OAS JX Tag • Poindexter • Valueclick • Provide Simple Redirect or Iframe/Javascript ad tags from third party server • Provide click-through URL
<p>Rich Media</p> <p>NOTE: If submitting Flash banner, please pay special attention to changing the clickTAG. In the Action window you will see:</p> <pre>On (release) { getURL(http://www.clickthrough.com); }</pre> <p>change it to:</p> <pre>on (release) { getURL(clickTAG); }</pre> <p>Also note: we do not use "quotes"</p>	<p>We can deliver many types of Rich Media Banners. Here are examples:</p> <ul style="list-style-type: none"> • Ad4Ever • AdInterax • CheckM8 • Enliven • Eyeblaster • Eyewonder • Kaon • Klipmart • Pointroll • (Shockwave) Flash • Shoshkeles • TangoZebra • Unicast • Vendaria • Viewpoint <p>The most popular Rich Media format is (Shockwave) Flash. Please provide ALL of the following for Flash creative:</p> <ul style="list-style-type: none"> • .fla file — all fonts to be converted to vectors • .swf file — able to be displayed without Flash support, file size under 40K • Provide click-through URL
Audio	Audio clips embedded in the banners to be user initiated by a click. The audio clip can only play one time per click, with no looping.

CONTACT/INSTRUCTIONS

Send creative and insertion orders to Kevin Windrum at: kevin_windrum@aviationweek.com

For additional questions, contact:

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