AGRICULTURE ONLINE® SPEC SHEET

General Site Rules

- Priority given to Run-Of-Site advertisers
- Only two pop-up windows per unique user per 24-hour period
- No expandable units on home page
- Expandable Leaderboards expand on click only
- Expandable Skyscrapers and Medium Rectangles may expand to the right only
- All audio over :03 seconds must be initiated by mouse click only
- Additional non-traditional advertising units subject to site pre-approval
- Interactive orders / space reservations due five days prior to campaign launch
- All creative must meet specifications and be submitted three days prior to campaign launch

RUN-OF-SITE PLACEMENT	PIXEL SIZE (Width X Height)	K SIZE/ TEXT LIMITS	LOOPING INSTRUCTIONS	ACCEPT AD SERVING	ACCEPT RICH MEDIA	NOTES
Button	120 x 90	30K	STATIC	Y	Y	**Expandable buttons are constructed with JPG, GIF or animated GIFs.**
Leaderboard	728 x 90	30K	3 loops	Y	Y	
Jumbo Skyscraper	300 x 600	30K	3 loops	Y	Y	
Medium Rectangle	300 x 250	30K	3 loops	Y	Y	

File formats accepted: .GIF | .JPG | .SWF (Macromedia Flash 4, 5, 6, 7, 8, 9, MX, 2004) | .SWA (Shockwave audio file in Macromedia Director (an MP3 file) | .AVI (Windows movie file) | .RAM (RealNetworks for video, | .MOV (QuickTime movie) | .QT (QuickTime Video) | .MPG (A standard format for "movies", | .WAV (Windows Wave for sound file) | .MP3 | .RA (streaming audio w/RealAudio) | .HTML | .PDF | JAVA (case-by-case) | iFrames are accepted .

For additional information, please contact traffic@meredith.com.

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Image Ads	GIF or JPEG format accepted	
Macromedia Flash	Flash version	4 or higher
	filenames	All lower case characters without ampersands, asterisks, slashes, spaces, or question marks.
	maximum file size	39,000 bytes

	getURL actions	In general:
		* The URL should be:
		on (release) {
		getURL (_level0.clickTag, "_blank");
		}
		* the URL is set for an expression.
		* The target window is set to "_blank".
		* Variables is set to "Don't send".

	backup files	Backup image (GIF/JPG) to be served in case the user does not have Flash installed.
PointRoll: **(FatBoy)** **(TomBoy)** **(BadBoy)** **(TowelBoy)** **(PaperBoy)**	Ad Dimensions:	IAB Standard sizes
	Maximum Initial Creative Load Size:	The following limits designate the maximum initial load size: • Large-sized Units: 32K • Medium-sized Units: 25K • Small-sized Units: 18K
	Max Additional Panel / Tab Load Size:	(1) Expanded panel should not exceed 2x ad height in pixels (Ex. 300 x 250 = 300 x 500 max.) One subsequent load is allowed upon user initiation and may not exceed original K weight (Ex. 25K initial load / 25K subsequent load = 50K total weight)
	Video Length:	:07 seconds up to :15 seconds
	Audio/Video:	Must be initiated on click or rollover All audio over :03 seconds must be initiated by mouse click only Must include stop, play or replay control buttons Audio may not loop and may not exceed 30 seconds
	Notes:	Load speeds and times — All PointRoll creative must load in 6 seconds or less via 56K modem & must not interrupt page loading All PointRoll ad units must have a close function upon mouse-off OR mouse-out event. Expanded layers must "rollup" on a mouse-off or mouse-out event.
	For additional requirements & specifications	http://www.pointroll.com/specs.aspx
Eyeblaster	Ad Dimensions:	IAB Standard sizes
	Maximum file size for non-polite ad content:	30K Maximum file size for polite ad content – streaming size (up to 100K)
	Accepted ad formats:	• Commercial Break • Polite Banner • Expandable Banner • Push Down Banner • Floating Ad • VideoStrip • Full-Page Overlay • Wallpaper Ad • Pre-Roll • Window Ad
	Audio/Video:	Max. video dimensions: 640 x 480 Max. bits per second: 550kbps Max. video movie length: :15 seconds Must be initiated on click or rollover All audio over :03 seconds must be initiated by mouse click only Must include stop, play or replay control buttons Audio may not loop and may not exceed 30 seconds
	Notes:	Reminder movie pixel size is 200 x 200 A "Landing Spot" is not required. If using the "Landing Spot", please dock the ad in the lower right hand corner of the site(s) If your unit is landing on/in an ad slot, please consult with your sales representative; an additional fee may be required.
	For additional requirements & specifications, visit:	http://www.eyeblaster.com/knowledge/rich_media_formats/

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Eyewonder	Ad Dimensions:	IAB Standard sizes
	Maximum Initial Creative Load Size:	40K .swf, .jpg or .gif, max :15 sec animation length
	Max Additional Panel / Tab Load Size	60K .swf, .jpg or .gif
	Video Length:	:30 seconds, :15 seconds, or :05 seconds
	Audio Initiation:	On click only
	Notes:	Must include stop, play or replay control buttons Streaming video creative is reviewed on a case-by-case basis
	For additional requirements & specifications, visit:	http://www.eyewonder.com/resources_adspecs.php
Motif	Ad Dimensions:	IA Standard sizes
	Maximum file size	300K
	Polite Load File Size:	50K
	Audio/Video:	Must be initiated on click or rollover All audio over :03 seconds must be initiated by mouse click only Must include stop, play or replay control buttons Audio may not loop and may not exceed 30 seconds
	Expansion:	User initiated on click
	Notes:	(1) Expanded panel should not exceed 2x ad height in pixels (Ex. 300 x 250 = 300 x 500 max.)
	For additional requirements & specifications, visit:	http://www.dartmotif.com/formats/formats_overview.asp
HTML/DHTML/JavaScript Ad	Ad Dimensions:	IA Standard sizes
	Maximum Initial Creative Load Size:	JavaScript code exists wtih HTML, then the total file size cannot exceed 3Kbytes. JavaScript files may be referenced remotely in which case the remote JavaScript file can be a maximum of 6Kbytes.
	DoubleClick ad servers hosting:	The class, jar, image or sound files, please use lowercase filenames and make sure any internal references to these files are in lowercase The class, jar, image or sound files, the values for these parameters must be pulled through an HTML <param> tag
	Video Length:	:30 seconds, :15 seconds
	Audio/Video:	Must be initiated on click or rollover All audio over :03 seconds must be initiated by mouse click only Must include stop, play or replay control buttons Audio may not loop and may not exceed 30 seconds
	Notes:	Do not send code with <html>, <head>, <title> or <body> tags Please verify that banners are exactly xxx pixels wide by xxx pixels high Please include a target=_top (preferred) or target=_blank attribute in all <a href>, <form action> and <area> tags, as well as in clickthroughs embedded into JavaScript or Flash In order to track clicks on forms, method=get must be used. (Forms with method=post are able to run through DART, but we cannot track clicks on them) Publisher reserves the right to position DHTML unit on site page(s) as necessary All JavaScript creative is reviewed on a case-by-case basis Please ensure that the following macros are in place: %c = Click: Is added to the beginning of all action and href attributes. %n = Random Number: Defeats caching and undercounting of impressions from third-party ad servers and also enables the third-party to track clicks. %t = Target Window: Instructs a user's browser to open a target window when the ad is clicked.
Notes for all Rich Media Banners	Looping/Animation:	3 loop restriction on our ad units unless otherwise specified
	Close Button:	Banners that expand on click may remain open until the user clicks a "close" button
	Additional Accepted Vendors:	BlueStreak, Enliven, UniCast, Ad4Ever, Shoshkeles
	Impression Trackers (1 x 1):	• Can be served against publisher host creative or can be added into Meredith produced creative. Please contact Heather Rogers-Baum with further inquiries. • Cannot be served against newsletters, 300 x 90 onsite placements or pre-roll and companion units.
	Notes:	Expanded creative should not exceed 2x ad height in pixels (Ex. 300 x 250 = 300 x 500 max.) All ad units must prompt a new browser window Creative is subject to publisher's approval

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MEREDITH VIDEO SPECS

AGOL TV	Video Formats:	AVI, DV, QuickTime (MOV), MPEG 1, 2 or 4, WMV or Flash 8 (See the specs for Flash 8 titled "Encoding to Flash 8")
	Tape Formats:	Beta, Beta SP, Digi Beta, DVCPRO, DVCPROHD, VHS, DVD
	Aspect Ratio:	4:3 or 16:9
	Image Resolution:	480 x 360 Minimum
	Frames Per Second:	30
	Length	Up to :15 seconds
	Recommended:	QuickTime (MOV) 720 x 480
Sorenson Squeeze supports the following input formats	AVI	Microsoft Windows Resource Interchange File Format (RIFF) specification. Many high-end video editing programs output to raw format AVI.
	DV	Digital Video. Standard digital format commonly used in digital video cameras. You can transfer DV movies to your computer using your computer's FireWire® port (IEEE 1394 or i.Link®).
	MOV	File format for Apple QuickTime movies. QuickTime 5.0.2 or later must be installed if you want to use MOV files as input files. Note: Squeeze does not support compressing QuickTime Media Skins. Always create QuickTime Media Skins after compressing the video. Note: MOV files created with an MPEG track are not supported by Squeeze. Note: QuickTime authoring tools allow a producer to protect a MOV file from being saved or exported. You cannot successfully compress protected source files using Squeeze.
	MPG/MPEG	Video files encoded using MPEG-1 or MPEG-2 compression
	MP4	MPEG-4 A compression standard that allows interaction between broadcasting, movie and multimedia applications.
	WMV	Windows Media format that contains audio, video, and/or script commands. Typically used to download and play files or to stream content.
Encoding to Flash 8 Sorenson Squeeze 4.5 on2VP6	Output Flash 8 Specifications – Video:	• ON2VP6 Codec • Data Rate 466 Kbps • Frame Size 480 x 360 • Frame Rate 30 fps • Key Frame every 300 frames • 2-Pass CBR • Maintain Aspect ratio • Minimum Quality 50 • Maximum Quality 100 • Uncheck "Drop Frames to Maintain Data Rate" • Deinterlaced – Remover Interlacing Odd (Filters Option)
	Output Flash 8 Specifications – Audio:	• Fraunhofer MP3 • Data Rate 48 Kbps • Sample Size 16 • Sample Rate 22050 • Channels Stereo (Mono for news)
	Notes:	If using 16 x 9, please use the 480 x 270 setting in Sorenson Squeeze

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CONTENT VIDEO REQUIREMENTS

Basic Requirements	Lineup Sponsorships:	Lineup Title: Maximum of 50 Characters Lineup Short Description: Maximum of 225 Characters
	Content Video:	Video: Flash 8, Resolution – 480 x 360, 4:3 Aspect Ratio • If you would like for your video(s) to be converted to Flash for you, please provide us with an (.avi – Audio Video Interleaved), (.mov - QuickTime) or (.wmv - Window Media) file(s).
		Video Title: Maximum of 60 Characters Video Short Description: Maximum of 250 Characters
		Related Link? Clients can put in a related link to accompany their content video (can be unique for each video). • Link Text (Title): Maximum of 40 Characters (Example: Agriculture Online) • Link URL: Maximum of 150 Characters (Example: http://www.agriculture.com
		Accompanying Images Required for Content Videos • Video Still: 480 x 360 pixels (.jpg) – (Maximum size – 100k) – A video still is a static image that displays in the playback area before or after the video plays. • Thumbnail: 120 x 90 pixels (.jpg) – (Maximum size – 30k) – A thumbnail is an image that displays with the short description in the Lineup area of the Player. displays with the short description in the Lineup area of the Player.
Advanced Options	Logo Overlay:	Logo overlay images display a logo in the corner of the video playback window, and can link to a Web site that you specify when clicked. The image you select should be at 100% scale when viewed in a 480 x 360 video playback window and will be scaled proportionately to fit smaller videos.
		• Maximum Size of Logo 120 x 90 (Smaller is better) • Image should be a transparent .png or .gif file – Recommend a white logo at 25% opacity with a black drop shadow at 35% opacity

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POLICIES

Rates and other pertinent information

- Minimum ad buy is 50,000 units
- Interactive orders / space reservations due five days prior to campaign launch
- All creative must meet specifications and be submitted three days prior to campaign launch
- Third party ad serving accepted
- Alt text (on ad units) not to exceed 72 characters, including spaces
- Orders for multiple months are booked for the life of the campaign versus month-to-month guaranteed impressions. For example, if you want 200,000 skyscrapers starting June 1 and ending on July 31, that total will be guaranteed over the life of the campaign (two months) and not 100,000 impressions guaranteed in June plus 100,000 impressions guaranteed in July.
- A report on click through activity, if applicable, will be available within 10 days of the end of the month or end of the campaign.

Cancellation Policy

Cancellations for insertion orders must be in writing and received by Agriculture Online® at least 30 days prior to the start date indicated on the applicable insertion order. *Agriculture Online* shall have the right to require payment for advertising upon such terms as *Agriculture Online* sees fit prior to delivery of any ordered advertisement. *Agriculture Online* reserves the right to cancel the contract at any time upon default in the payment of bills. In the event of such cancellation, charges for all insertion orders received by *Agriculture Online* prior to cancellation date by *Agriculture Online* will be due and payable immediately. Futhermore, if there has been any default in the payment of a prior bill, or, in the sole judgment of *Agriculture Online*, credit becomes impaired, *Agriculture Online* shall have the right to require payment for further advertising under this contract upon such terms as *Agriculture Online* sees fit.

Text links to qualify as ad impressions

(ABVS Interactive–October 2000) Enhancing the usefulness of ABC Interactive Advertiser Activity Audit Reports, text link activity is now reported in a new line devoted to text link information. Labeled "commercial text links," the new reporting line includes text links as valid ad impressions. Hypertext links to another page will also be counted as valid impressions. ABC Interactive adopted the changes upon recommendation from the Audit Bureau of Circulations (ABC) Board of Directors at their November 1999 meeting. The board acted in response to industry feedback from the Interactive Media Liaison Committee (IMLC).