

# Macworld.com Rich Media/Video Spec Sheet

Macworld accepts most types of Rich Media including:

Rich Media	
Flash	<p><b>Must have Click Tag:</b> The code in the FLA should be set as follows:  <b>on(release) {</b>              <b>getURL(_level0.clickTag, '_blank');</b>  <b>}</b></p> <p>Following is a guide from Macromedia and DART to develop Flash ads for our site:  <a href="http://www.macromedia.com/resources/richmedia/tracking/designers_guide/">http://www.macromedia.com/resources/richmedia/tracking/designers_guide/</a></p>
Flash Template	<p>Do not include URL within the .swf files, please send URLs separately along with the flash creative.            A .gif/.jpg/.png backup image is <b>REQUIRED</b> for all Flash files.</p>
Preferred 3 <sup>rd</sup> Party Vendors	Atlas, DART Motif, EyeWonder, Interpolls, KlipMart, MediaPlex, PointRoll, Unicast, ZEDO

Video Sponsorship Package	
Video Page Leaderboard	728x90
Showcase Companion Unit	300x250
Video Pre Roll	<p>QuickTime file            We can convert most media types (DVD, CD, Reels) into a QuickTime file for you.</p>

RSS Feed Sponsorship	
Floating Right Indent Landscape	<p>Dimensions: 468x60            Title Character Count: 32            Body Character Count: 190            URL Character Count: 50</p>

All Rich Media must:

1. Have a close button visible at all times
2. Sound must be user initiated
3. Must use 3<sup>rd</sup> party reporting, DART is only used to serve the ad, not to count clicks or impressions.
4. Expandable panels must not exceed the specs below. *Please contact **online\_ads@macworld.com** if you need to expand larger than the specs below.*

300x250 – 600x500

160x600 – 480x600

728x90 – 728x270

For more information, please contact Ad Ops at [online\\_ads@macworld.com](mailto:online_ads@macworld.com) or call 415.978.3343

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The Mac Experts