

2016  
DIGITAL  
MEDIA KIT



ATHLON  
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GROUP **AMG**  
**Parade**

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DIGITAL UNITS & RATES

## DISPLAY

UNIT	SIZE	EXPANDABLE SIZE	OPEN RATE CPM
STATIC LEADERBOARD	728x90	--	\$10
STATIC MEDIUM RECTANGLE	300x250	--	\$10
STATIC HALF PAGE	300x600	--	\$14
EXPANDABLE LEADERBOARD	728x90	728x480	\$18
EXPANDABLE MEDIUM RECTANGLE	300x250	500x250	\$18
EXPANDABLE HALF PAGE	300x600	500x600	\$20

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### RICH MEDIA

UNIT	SIZE	EXPANDABLE SIZE	OPEN RATE CPM
BILLBOARD	970x250	--	\$22
PUSHDOWN	970x66	970x418	\$20
SIDEKICK	300x250, 300x600, 970x250	850x700	\$20
PAGE SKIN	Left: 400x1024 Right: 400x1024 Center: 1130x101	--	\$13
CHANNEL TAKEOVER	728x90, 300x250, 300x600, Page Skin	--	\$28
ROADBLOCK	728x90, 300x250, 300x600	--	\$24
FULL-PAGE STATIC INTERSTITIAL	550x400	--	\$18
HALF PAGE	300x600	500x600	\$14

### MOBILE

UNIT	SIZE	EXPANDABLE SIZE	OPEN RATE CPM
STATIC WIDE BANNER	320x50	--	\$15
STATIC MEDIUM RECTANGLE	300x250	--	\$15

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### GENERAL GUIDELINES

Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date. Rich media ads must be submitted 10 business days prior to launch to enable thorough testing. Contact your Account Coordinator for additional details.

- Creative submissions should include the following:
- Advertiser name
- Insertion Order number
- Detailed trafficking instructions
- Creative files
- Alternate text (if applicable)
- Linking URL
- 3rd party tags (if applicable), 3rd party tags must be live at the time of submission to enable thorough testing before launch.

For Flash ads, an alternate image conforming to the designated gif/jpg specifications must be provided for use in the event that the user's browser does not support Flash 6.0 and above.

### FLASH SPECS

- Flash versions 6,7,8,9,& 10-10.1 (AS2 & AS3)
- Your Flash file must not exceed 40K.
- Flash 6 SWF files will be displayed for flash 6.0 to 6.0.0.65 plug in browsers only. If the browser doesn't support Flash 6.0 and above the alternate image will be served. Flash 7 ads will be displayed for 7.0 plugin and above.
- Onload play audio is not permitted in flash ads. Sounds played on click are allowed. All sounds are subject to approval.
- For best results, we recommend having the button encompass the entire ad area throughout the entire timeline. Buttons must have the clickTAG expression (see below) in place of embedded URLs.
- The clickTAG expression must be attached to a button object and called on Release.
- Do not embed any URLs in the Flash file - include linking URLs in an email or other document.
- Frame rate may not exceed 24 frames per second due to performance considerations. Banners that exceed 24 frames per second will not be accepted. 12 frames per second is preferred.

- All Flash ads must be accompanied by the SWF file as well as an alternate image (GIF or JPG) of the same dimensions. Images must meet the file size specs for that ad size.
- Looping must be set to False.
- Loading files from cross domains is not permitted for security reasons.
- All creative is subject to approval.

### PROPER CLICKTAG IMPLEMENTATION

The clickTAG variable is an industry-standard method of tracking Flash creative clicks; it allows Google to register where an ad was displayed when it was clicked on. Problems with Flash creatives may result from an incorrect clickTAG implementation. To troubleshoot this implementation, make sure that:

- The clickTAG variable is properly implemented in the action of the button. In the `getURL()` function of the action, make sure to specify the clickthrough URL as `clickTAG` and the target window as `"_blank"`. For example: `getURL(clickTAG,"_blank");`.
- DFP only recognizes the standard casing of `clickTAG` for the variable name, not `ClickTag` or `clicktag` or any other variant.
- The button associated with the `ActionScript` that contains the `clickTAG` is on the top-most layer through the timeline.
- The button associated with the `ActionScript` that contains the `clickTAG` is extended throughout the entire frame and is applied to all existing frames.

### ACTIONSCRIPT 2 CLICKTAG

```
on (release) { if (clickTAG.substr(0,5) == "http:") { getURL(-clickTAG, "_blank"); } }
```

### ACTIONSCRIPT 3 CLICKTAG

ActionScript 3 clickTAGs are not guaranteed to work in every situation. Here's an example of an ActionScript 3 clickTAG:

```
Link_1.addEventListener(MouseEvent.CLICK, clickTAG);  
function clickTAG(event:MouseEvent):void { var sURL:String;  
if ((sURL = root.loaderInfo.parameters.clickTAG))  
{ navigateToURL(new URLRequest(sURL), "_blank"); } }
```