

Ad Guidelines



Our Ad Guidelines provide everything you ever wanted to know about specs, sizes, standards, do's & don't's to get your ads up and running on the Rocket Fuel Network.

| Ad Dimensions | Maximum File Size | | |
|---------------|-------------------|-------|------|
| | jpeg, gif | flash | html |
| 300x250 | 30k | 40k | 3k |
| 120x160 | 30k | 40k | 3k |
| 160x600 | 30k | 40k | 3k |
| 728x90 | 30k | 40k | 3k |

HTML GUIDELINES

- Code cannot exceed 3k
- No more than 2 images
- Form tag in HTML code MUST include "get" in the method
- CGI's referenced in the HTML code MUST be active

FLASH GUIDELINES

- Animation stops after 15 seconds
- Has a backup image
- Creative MUST contain an invisible button that covers the entire ad unit that contains the action script `on (release) {getURL(clickTAG);}`

OVERALL CONTENT STANDARDS

- White ads must have a distinct border to clearly identify where the page ends, and advertisement begins.
- Sponsor of the advertising message must be clearly identified.
- Advertiser's landing page must match the offer being made in the advertisement.
- An ordinary person must be able to make an informed decision from the offer(s) in the ad.
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees or other assurances comply with applicable laws & regulations.
- Ad unit and landing page must have detailed disclosures as appropriate; in particular, full terms and conditions of the offer must be easily accessible on landing page.

RICH MEDIA FILE SIZE

- Initial max filesize: 39k (initial load)
- Additional max filesize: 961k (subsequent polite stream)

RICH MEDIA LEAD TIME

- 5 business days

RICH MEDIA FORMAT

- All Expandable Ad units MUST be built and served by an approved Rich Media vendor**

EXPANDABLE EXECUTION MUST

- Not auto-expand. Expansion can occur only on user initiated click or rollover/mouse-over.
- Retract upon roll-off/mouse-off event unless the user explicitly interacts with the already expanded ad, by clicking on it.
- In all cases, include a close button with an “X” graphic and the word “CLOSE” prominently displayed that retracts the ad at a height/width of no less than 20hx30w.
- Not have auto initiated audio. Any sound must be user initiated by click - not mouse-over
- 300x250 & 160x600 must not expand over our navigation bar and its drop down menu, nor site content at anytime.
- 728x90 must not expand under our navigation bar, nor site content at any time.
- Open a new browser window upon user clickthrough.

AUDIO

- All audio must be user initiated by click.
- All audio enabled ads must have prominently displayed audio controls (mute/unmute).
- Must be encoded at a maximum volume of -12dB.

VIDEO

- Can contain auto-start video in either its initial or expanded state.

DELIVERY SPECIFICATIONS

- Expandable ad units cannot run on the following:
 - Homepage
 - Video pages
 - On the same pages as another expandable ad (e.g. you cannot roadblock a page with two expandable ads)
 - All pages of tentpole sections

| Rich Media Ad Format Specifications | | | | |
|--|--|------------------------------------|------------------------------------|---|
| rich media ad format | banner | expandable | floating | interstitial |
| ad dimensions | IAB standard sizes | | | between page |
| maximum initial creative load size | 40k .swf .jpg or .gif ; max 15-sec animation | | | 40k .swf .jpg or .gif max 15-sec animation |
| maximum additional panel/tab load size | 60k .swf .jpg or .gif | | | n/a |
| audio initiation | on-click, on rollover or automatic (host-initiated) if allowed by site | | | |
| notes | | must include a <i>close</i> button | must include a <i>close</i> button | must include a <i>close</i> & a <i>proceed to page</i> button |
| advertisers | | | available on participating sites | available on participating sites |

| Ad Product | Expandable Ad Unit Specifications | | | | |
|------------|-----------------------------------|----------------|---------------------|-----------|-------------|
| | initial dimensions | max dimensions | expansion direction | z-index | wmode |
| banner | 728x90 | 728x400 | downward | 500-5,000 | transparent |
| skyscraper | 160x600 | 400x600 | leftward | <500 | transparent |
| rectangle | 300x250 | 500x400 | leftward-downward | <500 | transparent |

SUBJECTIVE CONTENT

Ads for astrology, horoscopes, psychic services or other related services:

- creative MUST state that the service is for entertainment purposes only.
- creative CANNOT imply that there are scientific groundings to such services and/or promises of wealth or good fortune.

Ads for food products:

- MUST comply with applicable laws & regulations regarding definitions/restrictions on food-related descriptive words.

The use of the word “Free” in any ad:

- MUST fully comply with all state and federal guidelines, and disclose all material terms and conditions to obtain the free item.
- in particular, ad units which claim to offer “free gifts” which in fact require the user to sign up for one or more offers, trial subscriptions, etc.
- MUST disclose how many offers the user must complete before receiving the gift.

Ads for promotions (contests, sweepstakes, special offers):

- Creative CANNOT imply that the promotion is approved or endorsed by any government or quasi-government entity.
- MUST offer a fair opportunity for all entrants to win.
- Chance based promotions MUST clearly disclose that no purchase is necessary.
- CANNOT claim “everyone wins,” or suggest that user was specially selected to receive a prize.
- CANNOT suggest that a payment by the winner is necessary to claim a prize (except for applicable taxes).
- MAY NOT imply that the mere act of clicking a button is sufficient to win (e.g. “Win a car! Click here!”).

Weight loss ads:

- CANNOT depict or be targeted at children or teens.
- CANNOT Suggest that the product alone is effective for weight loss or make any unrealistic claims about the amount of weight that can be expected from the product.
- MUST, where weight loss claims are made or implied, contain a disclaimer such as “results not typical; individual results may vary”.

Ringtone/cell phone offers:

- MUST disclose the details of the service, particularly when the offer requires a subscription.

CREATIVE CONTENT CANNOT

- Use “bait and switch” tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Display false functionality - contain graphics that simulate interactivity where no such interactivity exists.
- Resemble error messages or Windows/Mac/Unix dialogue boxes.
- Prompt a download.
- Mimic news headlines in design, tone, third-person sentence structure, or topic.

****Approved Rich Media Vendors Include:**

ATLAS Solutions

www.atlassolutions.com

Bluestreak

www.bluestreak.com

BroadBand Enterprises

www.broadbandenterprises.com

DoubleClick

www.doubleclick.com

Blackfoot

www.blackfootinc.com

EyeBlaster

www.eyeblander.com

Eyeturn

www.eyeturn.com

EyeWonder

www.eyewonder.com

Interpolls

www.interpolls.com

Mediaplex

www.mediaplex.com

Motif

www.dartmotif.com

Personiva

www.personiva.com

PointRoll

www.pointroll.com

TrueEffect

www.trueeffect.com

Unicast

www.unicast.com

United Virtualities

www.unitedvirtualities.com

ViewPoint

www.viewpoint.com

Dynamic Logic

www.dynamiclogic.com

InsightExpress

www.insightexpress.com

UNACCEPTABLE ADS

We will not accept ads for the following products:

- adult products (films, magazines, websites, toys, etc.)
- alcohol
- drugs
- loan products which require upfront fees, products/services that claim to repair bad credit
- lotteries (other than official state lotteries sponsored by a U.S. state, e.g. California State Lottery)
- casino services
- online casinos
- gambling portals
- gambling educational sites
- tobacco products
- political messages
- securities (stocks, bonds, notes, warrants, options, etc)
- degrees for sale or offered by non-accredited universities or programs
- firearms
- ammunition
- religious messages
- insider tips on a particular stock or commodity
- products containing ephedra, ma huang, chitosan or human growth hormones, comfrey, or pyruvate
- fireworks
- **others as may be designated by Rocket Fuel Inc.**



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