

Online Specifications



Leaderboard Banners:

Placements: Located on all pages of site/network
Dimensions: 728 wide x 90 tall
File Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash)
Other Rich Media must be served externally

Wide Skyscrapers:

Placements: Located on all pages of site/network
Dimensions: 160 wide x 600 tall
File Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash).
Other Rich Media must be served externally.

Half Page Banner:

Placements: Located on many, but not all pages of site/network
Dimensions: 300 wide x 600 tall
File Size: 40kb
File Types: We only accept .gif, .jpg, or .swf (Flash)
Other Rich Media must be served externally

Medium Rectangle:

Placements: Located on many, but not all pages of site/network
Dimensions: 300 wide x 250 tall
File Size: 30kb
File Types: We only accept .gif, .jpg, or .swf (Flash)
Other Rich Media must be served externally

Site Skin:

Placements: Located on many, but not all pages of site/network
Dimensions: 1300 x 800, with 974x91 clickable top connector banner
File Size: 175k, Max Flash: 50k
File Types: jpg, swf (connector only)

E-Newsletter:

Placements: Leaderboard 728 x 90 or 300 x 250
Dimensions: 728 x 90 or 300 x 250
File Size: 30kb
File Types: We only accept .gif or .jpg

Text Advertisement:

Placements: Located on main websites of ArmchairGeneral.com and HistoryNet.com
Dimensions: 20-30 words of text, with URL
File Size: N/A
File Types: Text only

Heritage Travel Page Listing:

Provide 300x250, URL and 25 words of copy

Museum Page Listing:

Provide 300x250, URL and 25 words of copy

Flash Specifications:

To ensure proper testing of creative, please submit 5 days before campaign. Provide creative in Flash (.swf) format. Include back-up .gif file (to support viewers who do not have Flash enabled). Maximum file size is 30K. Provide a click-through URL—do not hard code into .swf file. Include a Button Action in the Flash file coded as follows: on (release) {getURL (clickTAG, “_blank”);} Any action must be click-initiated, not rollover initiated. For detailed instructions for Flash ad creation, please visit: <http://www.adobe.com/resources/richmedia/tracking/>

Other Design Considerations:

Please submit your materials five (5) business days before the start date of a campaign to Brian.King@weiderhistorygroup.com. Make sure to provide a contact email address which you'd like us to inform when your campaign goes live. We reserve the right to reject any banner, URL or other creative element.

