



Condé Nast

# Portfolio.com

ADVERTISING SPECS

## DISPLAY ADS

UNIT	PIXEL DIMENSIONS	GIF/JPG FILE SIZE	RICH MEDIA ACCEPTED	RICH MEDIA FILE SIZE	ANIMATION LIMIT	LOOPING	EXPANSION	3RD PARTY SERVING	LINES OF TEXT/ CHAR LIMIT
Leaderboard	728 x 90	50k	Y	50k Initial	:30	3 loops max	728 x 270 max (except homepage; no expansion permitted)	Y	N/A
Medium Rectangle	300 x 250	50k	Y	50k Initial	:30	3 loops max	500 x 500 max	Y	N/A
Half Page	300 x 600	50k	Y	50k Initial	:30	3 loops max	600 x 600 max	Y	N/A
Super Rectangle	728 x 210	50k	Y	50k Initial	:30	3 loops max	N/A	Y	N/A
Micro Bar	88 x 31	50k	N	N/A	Static image only	none	N/A	Y	N/A
Market Brief Trading Button	120 x 60	50k	N	N/A	:30	1 loop	N/A	Y	N/A
Featured Sponsor Module (300 x 125)	120 x 60 plus 2 lines of text	50k	N	50k	Static image only	none	N/A	Y	2 links–50 char max each
Newsletter (both versions required)	HTML 728 x 90	50k	N	N/A	:30 max	3 loops	N/A	Y	N/A
	Text	N/A	N	N/A	N/A	N/A	N/A	N	100 char max

- > Alt text optional
- > Flash 6 or higher accepted, alt .gif or .jpg is required. Maximum flash frame rate of 18fps
- > New window required upon a click on an ad
- > Standard banner formats accepted (.jpg, .gif, .swf [flash], html, javascript, iFrame)
- > In-banner audio must be user-initiated with a visible mute and stop feature
- > All logos submitted should be in a high-resolution format

### CREATIVE SUBMISSION

All creative is due at least five (5) full business days prior to campaign launch date.

For more information about Portfolio.com’s creative specifications, please contact Frank Ruso, Director of Ad Operations, Portfolio.com at [Frank\\_Ruso@condenast.com](mailto:Frank_Ruso@condenast.com) or call 212.286.8095.



## DISPLAY ADS

### EXPANDABLE UNITS (may not appear on homepage)

#### USER INITIATED

- > Mandatory close button required
- > 50k maximum initial load size
- > Any sound must be user initiated by click, not mouse-over
- > Language/Call to action required on all ads (ex. Rollover to learn more)
- > Ad must expand upon mouse-over or clicking on expand button
- > Ad must retract upon mouse-off or clicking on close button

#### HOST INITIATED

- > Mandatory close button required
- > 50k maximum initial load size
- > Language/Call to action required on all ads (ex. Rollover to learn more)

#### ADS MAY NOT

- > Manipulate content
- > Have transparent backgrounds
- > Employ strobing animation or rapid movement
- > Resemble site content
- > Have misleading navigation (i.e., fake close boxes)

#### AD CREATIVE POLICY

- > Portfolio.com has final approval for all ads with respect to editorial/creative content
- > Portfolio.com reserves the right to remove an advertisement from the site at any time for any reason
- > Changes to an existing campaign must be received at least three (3) business days prior. All rich media ads must be served via one of the accepted third parties or vendors listed

#### THIRD PARTY RICH MEDIA VENDORS

- > All rich media applications, such as DHTML or video, must be tested prior to campaign start date. Creative should be provided at least five (5) business days in advance of the campaign start date.



## VIDEO PRE-ROLL

UNIT	TAPE FORMATS ACCEPTED	ASPECT RATIO	ANIMATION LIMIT
Pre-Roll Video Ad	Beta SP, Beta SX, Digi Beta, DVC Pro, DVCam & MiniDV	4:3	:15 or :30

### PRE-ROLLS MUST BE HOSTED + SERVED BY PORTFOLIO.COM

(Third party tags can be used to track pre-roll impressions and click-thrus.)

If you would like to send your material digitally, please adhere to these requirements. We can take delivery of digital files via our own incoming ftp server or we can download from your ftp. Files can also be burned to CD-ROM or data DVD, depending on size.

Format: NTSC or PAL (NTSC preferred)  
Compressor: Microsoft DV AVI (dv25 compliant)  
Frame: 720 x 480  
Pixel Aspect Ratio: D1/DV NTSC (0.9)  
Frame Rate: 29.97  
Depth Millions, Quality: 100%

Audio Settings:  
Rate: 48000, Format: 16 - Stereo  
Compressor: Uncompressed

QuickTime DV MOV  
Compressor: QuickTime DV  
NTSC or PAL format  
All options should be roughly the same as above with the exception of the compressor

Uncompressed AVI or QuickTime MOV  
Compressor: None or Uncompressed  
All options should be roughly the same as above with the exception of the compressor

If embedding a 1 x 1 third party tracking pixel in a pre-roll ad, please provide stand-alone img src and href tags. Standard dart tags will not work.

### ACCOMPANYING 300 X 250 COMPANION BANNER

Supported Formats:  
> .gif, .jpg, .swf



## VIDEO PRE-ROLL

### .GIF OR .JPG FORMATS

Please provide:

1. Creative asset
2. Click through URLs and mapping coordinates i.e.:
  - a. <AREA COORDS="0,0,49,49" HREF="http://www.advertiser.com/fast.html">
  - b. <AREA COORDS="50,0,99,49" HREF="http://www.advertiser.com/big.html">

### .SWF (FLASH) BANNERS

Restrictions:

- > The movie cannot contain any FS commands, get URL commands or JavaScript calls except to open a URL in a new window
- > To open content in a new window and track click-through, insert this script as the click command/click tag on the main timeline:

```
on (release) {  
  if (/:player eq "wmp") {  
    fscommand("getURL", /:clickTag);  
  } else {  
    getURL (/:clickTag, "_blank");  
  }  
}
```
- > All animations should occur on the main timeline (animations inside symbols may not play correctly)
- > The background color of the movie must be a square of the correct color on a separate layer. It is not sufficient to set the background color in the movie's properties

### CLIENT-HOSTED HTML

- > Client HTML will be housed within an application iFrame. There are no additional restrictions

### THIRD PARTY ADVERTISING FORMATS

- > Portfolio.com supports a number of industry standard third party ad creatives. Floating/expanding creatives are not supported

### SUPPORTED FORMATS

- > Klipmart, DoubleClick Motif, PointRoll, Atlas Dmt/Avenue A/Razorfish NYC, Bluestreak, Oas Jx Tags

