



Digital Media Sponsorship Specifications

To support KidsHealth's mission, we will accept – under specific guidelines – sponsorship from select organizations. Acceptable file formats include GIF, JPEG, animated GIF, Flash, Javascript and other rich media formats in the following creative dimension: **160x600**

NON-RICH MEDIA FILE FORMATS: _JPG, GIF

- Non-Rich Media max file size: 20KB.
- Animation permitted: Number of loops must be limited to 3; 15 seconds total animation
- All banner placements should launch a new browser window when clicked upon.
- Cannot expand or animate outside the pixel dimensions
- Banners may not use persistent rapid/ "strobing" animation of any graphic, copy, or background element(s) that may overly distract the user.

RICH MEDIA FILE FORMATS: _SWF, JAVASCRIPT

- Rich Media max file size: 40KB
- Audio and video permitted; a banner may not produce audio or video until a user initiates it. Once the audio/video begins, there must be a clear and obvious "pause" or "stop" button.
- Number of loops must be limited to 3.
- Primary flash file animation is limited to first 15 seconds. Continuous looping animations are not accepted.

.SWF File Policy:

- Max file size is 40KB.
- The following files must be trafficked: .swf, backup .gif, clickthrough URL
- Include backup GIF or JPG files to support visitors who do not have Flash enabled on their browsers.
- All Flash banners must have the clickTAG variable encoded into the swf file

Enabling Click Tracking of Flash Creatives

To track when a user clicks within a flash, a ClickTag variable **MUST** be embedded in the .fla file. For further instruction, click to link to the Macromedia site with complete detail on publishing Flash creative to allow click tracking by ad servers:

<http://www.adobe.com/resources/richmedia/tracking/>

To assign a clickTAG for your display banner:

- The Flash file (.fla extension) must first be modified.
The clickTAG is the tracking code assigned by the ad serving network to an individual display banner, which allows them to register a user's click on that banner. The clickTAG allows the network to register where the banner was displayed when it was clicked on. This click-through data is reported to the ad serving servers so sponsors may determine the effectiveness of their campaign.

- Add an invisible button making the entire area of the banners clickable. Make sure that the button covers the entire creative and is at the root level or level 0. The button should include the click variable with the following clickTAG implemented correctly. The clickTAG is case sensitive; it should look exactly like this:

```
on (release) {  
  getURL (clickTAG, "_blank");  
}
```

- This will embed the clickTAG variable in the FLA file. This allows the click-through URL to be modified at any time during a campaign, as opposed to hard-coding the click command in the .swf file. Target="_blank" is required in the "Basic actions" to make sure the click-through opens a new window.

Ad Serving and Standards

We use Google Ad Manager (GAM) to deliver and manage display banners. Sponsorship is accepted from third-party servers (redirects), but GAM 's delivery and clickthrough numbers will be used as the official measurement standard for campaign fulfillment, unless otherwise noted.

Redirects

If you are supplying redirect tags, ensure you code the file so that we are able to measure the clicks for the campaign. Please provide full instructions from your ad serving system for how to set these tags up in GAM to count clicks and avoid caching

General Policies

Changes and Cancellations: All creative materials must be received *at least* five business days prior to the scheduled campaign start date to allow time for KidsHealth review. If creative is delayed, KidsHealth reserves the right to extend the campaign end date by the same number of days the creative was delayed.

Creative Approval: KidsHealth reserves the right to approve all sponsor messages which will run on KidsHealth.org. KidsHealth reserves the right to reject any creative that does not follow KidsHealth.org specs. For more information, please see KidsHealth's [Sponsorship Criteria](http://kidshealth.org/parent/kh_misc/sponsorship_policy.html) http://kidshealth.org/parent/kh_misc/sponsorship_policy.html

For additional questions, please contact:

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