

# FREQUENTLY ASKED QUESTIONS

<b>DO WE ACCEPT FLASH?</b>	YES, versions up through 8. Please see Flash Sheet for more details.		
<b>DO WE ACCEPT HTML?</b>	YES, For spec details please refer to: <a href="http://advisor.aol.com/adspecs/addHTML.shtml">http://advisor.aol.com/adspecs/addHTML.shtml</a>		
<b>DO WE ACCEPT DHTML?</b>	NO		
<b>TURN AROUND TIME:</b>	Rich Media - 5 Business Days Prior To Start Date		
<b>TURN AROUND TIME:</b>	Standard Ad Media - 2 Business Days Prior To Start Date		
<b>CAN WE DMA TARGET?</b>	YES		
<b>AUDIO:</b>	NO, host-initiated banner audio is permitted. All audio must be user initiated by click.		
<b>APPROVED 3RD PARTY AD SERVING VENDORS:</b>			
<b>AVENUE A/ATLAS DMT</b>	<b>EYEWONDER</b>	<b>UNITED VIRTUALITIES</b>	<b>UNICAST</b>
<b>DOUBLECLICK/DART</b>	<b>EYEBLASTER</b>	<b>KLIPMART</b>	<b>VIEWPOINT</b>
<b>POINTROLL</b>	<b>INTERPOLLS</b>		
<b>BUFFER PAGES:</b>			
<p>All third party ads must run through a buffer page first. The buffer page serves to notify users that they will be leaving Cartoon Network and entering a third party site. Clients must use the following prefix when submitting their click thru urls.</p> <p style="text-align: center;"><a href="http://www.cartoonnetwork.com/redirects/third/index_exclude.html?">http://www.cartoonnetwork.com/redirects/third/index_exclude.html?</a>            Ex. <a href="http://www.cartoonnetwork.com/redirects/third/index_exclude.html?urlPATHgoesHERE">http://www.cartoonnetwork.com/redirects/third/index_exclude.html?urlPATHgoesHERE</a></p> <p style="text-align: center;">Note: for Toonami Jetstream they must use the URL:  <a href="http://www.cartoonnetwork.com/redirects/toonamijetstream/leave_exclude.html?http://urlPATHgoesHERE">http://www.cartoonnetwork.com/redirects/toonamijetstream/leave_exclude.html?http://urlPATHgoesHERE</a></p>			
<b>SPECS FOR LONG FORM AD CONTENT IN EXTRAS (JETSTREAM AND CN VIDEO):</b>			
<ol style="list-style-type: none"> <li>Beta SP tape required 7 to 10 business days prior to launch.</li> <li>Cartoon Network will create the mini-icons.</li> <li>Summary needs to be 200 characters or less. Must be submitted electronically.</li> <li>Video length needs to be 2 minutes or less.</li> <li>Ads posted in Toonami Jetstream and CN video must comply with the sites' overall ratings. Toonami Jetstream = TV-PG and CN Video = TV-Y7-FV</li> </ol>			
<b>MOVIE RATINGS:</b>			
<p>CN: Any video game ad less than 1/4 page on all websites does not need to contain the ESRB rating.            Any video game ad LARGER than 1/4 page on all websites DOES need to contain the ESRB rating.            MPAA Rating is required for all banners/vid ads regardless of size.</p>			
<b>EXPANDABLE VIDEO ADS:</b>			
<ol style="list-style-type: none"> <li>Method of expansion and un-expansion must be the same. (i.e., mouse-over or click)</li> <li>To minimize accidental expansion, "hotspots" must be clearly identified; cannot exceed 33% of ad space</li> <li>Mandatory "Close" button in top right corner (unless mouse-over)</li> <li>Hotspots should be marked with appropriate call to action (mouse over or click)</li> <li>Expandable banners must have wmode set to 'opaque'</li> <li>Video ads must be User Initiated by click</li> <li>Video ads must contain visible stop/play and pause or mute functionality</li> </ol>			
<b>PAGE RESTRICTIONS:</b>			
<ol style="list-style-type: none"> <li>No Eyebalster and/or Expandable ads can run on CN homepages</li> <li>Eyebalsters can run on the following pages:               <ul style="list-style-type: none"> <li>- CN: Game Home, Billy and Mandy, All Shows, Courage, Totally Spies, Toonami, Sam Jack, Kids Next Door, Eds</li> <li>- YA: Homepage only</li> </ul> </li> </ol>			
<b>TOONAMI JETSTREAM AND CN VIDEO:</b>			
Pre-roll length :15 to :30 seconds. Beta SP Tape required 7 to 10 business days prior to launch.			

# STANDARD ADS



## LEADERBOARD

Dimensions:	728x90
Max File Weight:	30k
Rich Media:	Yes
Max Animation:	15 secs
Looping:	No restrictions (total loops may not exceed :15)
Max Alt Text:	70 Characters
Creative Time Lead:	2 business days



## BUTTON 160x600

Dimensions:	160x600
Max File Weight:	140k - Flash
Rich Media:	Yes
Max Animation:	15 secs
Looping:	No restrictions (total loops may not exceed :15)
Max Alt Text:	70 Characters
Creative Time Lead:	2 business days



## BUTTON 300x250

Dimensions:	300x250
Max File Weight:	30k
Rich Media:	No
Max Animation:	15 secs
Looping:	No restrictions (total loops may not exceed :15)
Max Alt Text:	70 Characters
Creative Time Lead:	2 business days



## STATIC LOADING BILLBOARD 600X400

Dimensions:	600x400
Max File Weight:	40k
Rich Media:	Yes
Max Animation:	N/A
Looping:	N/A
Max Alt Text:	N/A
Creative Time Lead:	5 business days

# GUIDELINES FOR RICH MEDIA

## Rich Media Options:

728x90 Only: Expandable, Out-of-banner, and Transitional  
All: Floating, Audio and Video

## Art Size Dimensions that can be Rich Media Enabled:

728x90, 160x600, 600x400 as well as:



250x250 Floating Ad  
File Weight: 15k initial / 70k Max upon  
user interaction  
Max Animation: 15 seconds



550x480 In-Between Page Ads  
File Weight: 30k Max  
Max Animation: 15 seconds

## Rich Media Maximum File Size:

30k initial / 70k additional polite = 728x90, 160x600  
70k = 160x600  
40k = 600x400, 160x600

## Approved Third Party Vendors:

728x90, 160x600, 300x250, 600x400: Eyebalster, Interpolls, Eyewonder, Klipmart, Motif, Viewpoint, Pointroll

250x250: Eyebalster, United Virtualities Shoshkeles, Motif. Must have a highly visible close button, above the fold. Campaigns capped at 4/user/day. The floating unit must not contain hard borders or appear at all like a pop up. This unit should move across the screen and not stay fixed or hover in one place for more than 1 second. Optional Reminder Ad specs: Max Size 60x60. Max file size: 15K. 10 secs max. Must be in margins/outside content. Must have a highly visible close button. Note: Motif ads should be booked through the 728x90 leaderboard.

550x480: Unicast Superstitial

160x600, 600x400: Eyewonder only. Ads are non-clickable and must have 160x600 element attached. Copy on video needs to read "Please Wait, Your Game Is Loading". Must contain visible stop/play and pause or mute functionality.

## Additional Flash Requirements:

### Click Tracking

The author of the Flash source file (.fla) has to assign a clickTag variable using a getURL button action. They also have to make sure that they have selected \_blank for a target so it opens in a new window. The button action code should look like one of these examples:

```
on (release) {
  getURL(clickTag,"_blank")
}

on (release) {
  getURL(_level0.clickTag,"_blank")
}

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

### Reference:

[http://www.macromedia.com/resources/richmedia/tracking/designers\\_guide/](http://www.macromedia.com/resources/richmedia/tracking/designers_guide/)

### File Requirements

- Backup gifs must be submitted
- Animation cannot continue past 15 seconds
- Frame rate must be no more than 18fps
- File size must not exceed 30K

### Note:

Code execution is any Flash programming code that is set to run at regular intervals. It needs to stop after this time to prevent additional load on the processor.