

Website Advertising Requirements

Please remember the following requirements when advertising with United Methodist Communications.

Maximum File Size:

The maximum file size for website advertisements is 40 KB. A higher file size may be considered for rich media advertisements.

Quality

We may require an ad to be re-designed if it is not visually clear or easy to read, or if it is deceiving or confusing to viewers.

Sound:

All sound must be user initiated.

Animation:

15 second maximum, including multiple loops (3 max); all animation must stop completely at this point. Limit 18 frames per second for Flash animation.

Flash Campaigns:

All Flash campaigns must include the following.

- Backup Creative: A .gif or .jpg backup version for users who do not have a Flash-supported website browser.
- Tracking Support: All Flash creatives must contain the following action script so that they may be tracked by the ad management system.*:

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

*Note: Action Script should be on a button that is the same width/height of the creative and be the top layer.

clickTAG is case sensitive and CANNOT be clicktag or clickTag.

Alternative Text:

Advertiser should provide an alternative text line (30 characters max) for each ad in a graphic format.