

Custom Units

PARTNER CENTERS

(Autos, Currencies, Insurance, Loans, Markets, Real Estate, Taxes)

Site served placement logo in EPS format or 150x31 GIF with transparent background

- 22 characters of text (including spaces)
(Full size of unit once built by CNNMoney.com: 150x50)
 - Clickthrough URL or approved 3rd Party click tag
 - Approved 3rd Party 1x1 tracking pixel (optional)
- File size:** 6K **Animation:** 30 seconds maximum

SPONSOR CENTERS

(Homepage, Small Business, Run of Site, Technology)

Site served placement logo in EPS format or 170x40 GIF

- 42 characters of text (including spaces) and built by CNNMoney.com: 315x40) (Clickthrough URL or approved 3rd Party click tag)
 - Approved 3rd Party 1x1 tracking pixel (optional)
- File size:** 6K **Animation:** none

HOME PAGE MARKET GRAPH

Site served placement logo in EPS format or 88x31 GIF and clickthrough URL or approved 3rd Party click tag

- Approved 3rd Party 1x1 tracking pixel (optional)
- File size:** 4K **Animation:** none

RATE BOX TEXT LINKS

120 characters (3 lines maximum) of text and one clickthrough URL. Must include brand or product name in text.

No logos, no animation, no bold text.

Final graphic size: 260x70.

Interstitials

SPECS:

Ad Display Area: 640x480

Ad Type: Approved 3rd Party standard tag or site-served Flash with backup .gif.

(Note: If submitting site-served Flash, please also submit a clickthrough URL or 3rd Party click tag.)

Max Rich Media File Size: 100K (initial load), 2.2MB (maximum file size)

Max Animation: 15 seconds. Ad must display final message prior to 15 second time limit, as the unit will automatically close at the maximum time.

Scrolling: Horizontal or vertical scroll bars are not permitted

Frequency Cap: 1 per user per 24 hours (to be implemented by CNNMoney.com)

Media Type: Macromedia/Adobe Flash version 9 or below

Flash FPS: 12-18 (depending on the animation, code, and details. Heavier/more complicated Flash should adhere to the lowest possible FPS, as ad functionality decreases as FPS increases.)

Audio: Accepted. Audio must be user-initiated upon click with full controls (stop, mute, pause, etc.)

Video: Accepted. Video can be host- or user-initiated.

Close functionality: Ad will include 990x90 CNNMoney header (supplied by CNNMoney.com) with a 'SKIP THIS AD' link that, upon interaction, will direct to the user's intended page destination.

Clickability: Interstitial is clickable.

HOMEPAGE PORTFOLIO BUTTON (LAST 10 QUOTES)

Site served placement logo in EPS format or 306x25 GIF and clickthrough URL or approved 3rd Party click tag

- Approved 3rd Party 1x1 tracking pixel (optional)

File size: 6K **Animation:** none

LONG FORM VIDEO SPONSORSHIP

Preroll video: please refer to video spec sheet for full preroll specs

Maximum run time: 15 minutes

Video Companion: 336x280 (approved 3rd Party tag / site-served Flash with backup .gif accepted)

Logo: 88x49 .gif or .eps

Headline text: 30 characters (including spaces)

Blurb text: 120 characters (including spaces)